OFFICE MANAGEMENT
and Equipment

FOUNDED AS OFFICE EQUIPMENT DIGEST

Check and pass on

Treasurer	
Controller	
Office Manager	
Purchasing Agent	

Featuring OFFICE PURCHASING, EQUIPMENT, METHODS AND PERSONNEL

October 1945

WHY

NEVA-CLOG STAPLES?

For Over Twenty Years They Have Been Properly Made for the Job Intended.

They Fit—They Are Chisel Pointed (Not Ground) for Easy Penetration Without Tearing Material.

The Strip Is of Firmer Construction (Reduces Breakage).

The Use of NEVA-CLOG Staples Sustains the Guarantee on NEVA-CLOG Stapling Machines.

They Give Constant and Continued Stapling Satisfaction to the User on Neva-Clog Staplers.

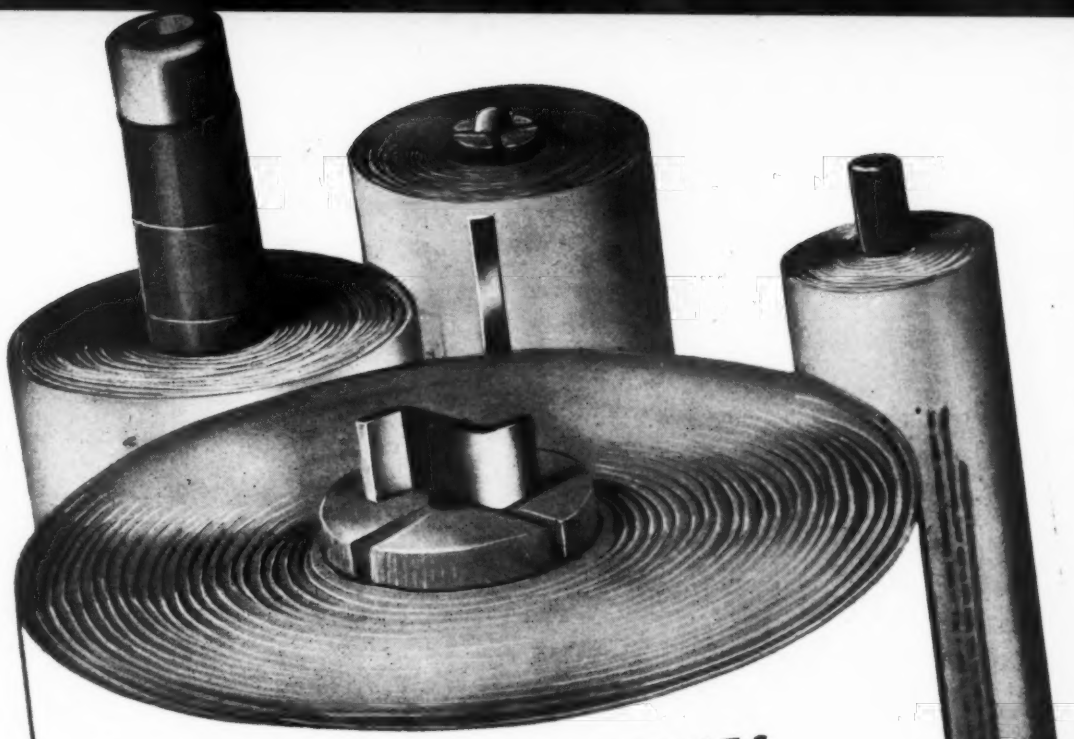
MODEL J-30 STAPLING PLIER $3.85

A GOOD COMBINATION

NEVA-CLOG STAPLING PLIERS—NEVA-CLOG STAPLES

"The Machine of a Thousand Uses" to "Fasten Things Together"

NEVA-CLOG PRODUCTS, INC.
BRIDGEPORT, CONN.



PERFORMANCE COUNTS

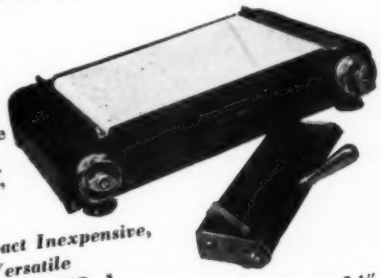
In Duplicating Quality and Economy

For pre-eminently sharp, beautiful, economical duplicating use

COLUMBIA GELATINE ROLLS

Easy operation-control assured

- Loose-end spindles—a wide range of sizes to fit all makes of duplicators.
- Year-round, "All-Season" formula.
- Visible condition-indicator.
- Continuous, one-piece backs of super-wear cloth.
- Longer life—real, worthwhile economy.



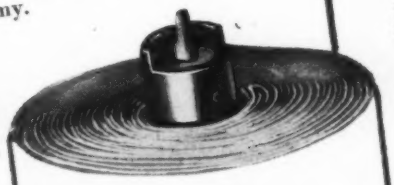
Every Office Needs a Duplicator "Portable"

The Compact Inexpensive, Versatile

COLUMBIA NO. 1

Printing sheet surface up to 8-3/" x 14". Serves many of the functions of higher-priced machines. Contains Columbia "all-season" gelatine roll.

Ask your dealer or the Columbia office nearest you for information and prices.



Outstanding

COLUMBIA ROLL FEATURES

Assuring

Easy Operation-Control
Preeminently Sharp,
Beautiful Copies

- *Visible "Condition Indicator."*
- *Year-round "All Season" Formula.*
- *Loose-end spindles; a wide range of sizes to fit all makes of duplicators.*
- *Continuous, one-piece backs of super-wear cloth.*
- *Longer life makes for real worthwhile economy.*

COLUMBIA

RIBBON & CARBON MANUFACTURING Co., Inc.

Main Office & Factory: Glen Cove, L. I., N. Y.

New York • Kansas City, Mo. • Chicago • Detroit • Milwaukee • Philadelphia • Minneapolis • Nashville • Atlanta • Portland, Ore. • Pittsburgh • Cincinnati (Harris-Moers Co.)

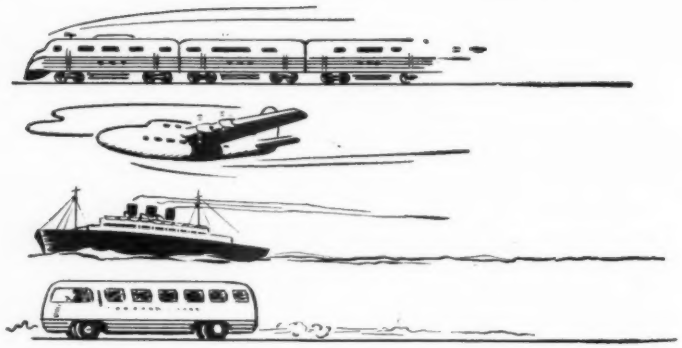
Also: London, England; Sydney, Australia

BY TRAIN

BY PLANE

BY SHIP

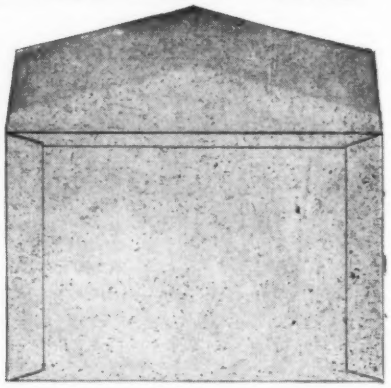
BY BUS



QUALITY PARK

MAILING ENVELOPES

DELIVER THE GOODS!

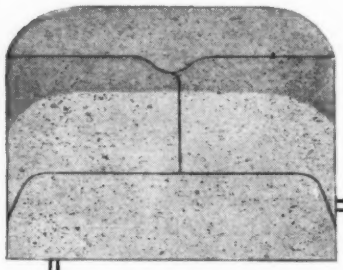


★ **EXTRA HEAVY MAILING ENVELOPES . . . .**

The finest mailing envelope you can sell. Made from 90 and 120 lb. No. 1 Kraft, with double gummed flaps and wide seams. Available in seven sizes.

★ **AIRWAY EXPRESS . . . .**

The safe transit envelope with double top and bottom, wide flaps, super gummed. Available in five sizes from 4½ x 9⅞ to 6 x 12. Recommend Airway Express and you recommend the best.



For Quality Envelopes

Buy Quality Park!

GOOD NEWS

Restrictions are off. We're on the job to fill your orders as fast as we possibly can.

★

QUALITY PARK

ENVELOPE COMPANY

General Office and Factory
Quality Park
St. Paul 4, Minnesota

Chicago Office and Warehouse
564 W. Monroe Street
Chicago 6, Illinois

the NEW

RED FEATHER

FACT-O-SCOPE

1. **A new scientific development in the refraction of light, gives complete even diffusion and distribution of light over the entire working area.**
2. **Positively cold illumination, with 100% more intensity of light.**
3. **Clear Lucite light-table, built in sturdy olive green steel case; Compact, Light in weight, Unbreakable.**
4. **Equipped with an attached drafting machine head, Plastic Tee square, adjustable horizontally and vertically.**
5. **An inset drawer provides convenient storage space for Styli and Lettering Guides.**
6. **It is a fact, Fact-o-Scope is in production and orders placed now will receive first attention and earliest shipment.**

Wire or write for details, today.

STENCILS • DUPLICATOR INKS • DUPLICATOR SUPPLIES • CORRECTION FLUID • TYPE CLEANER • HECTO FLUID

RED FEATHER PRODUCTS LTD.

REDWOOD CITY · CALIFORNIA

A NEW HIGH in office efficiency

RAISE the efficiency of your office with Goodform Adjustable Aluminum Chairs. There is a Goodform chair designed for each different office job . . . each chair adjustable to every individual's working comfort. • These aluminum chairs provide the utmost in individualized, comfortable seating, cushioned in foam rubber, upholstered in a choice of coverings, lightweight and strong, with durable, sparkling finish.

Available SOON at G-F Dealers and Branches. Write for catalog.

GF

THE GENERAL FIREPROOFING CO.

YOUNGSTOWN 1, OHIO

METAL DESKS—GOODFORM ALUMINUM CHAIRS—METAL FILING CABINETS—STEEL SHELVING—FILING SUPPLIES—STORAGE CABINETS

at the Convention that Had to be Postponed

FOR the first time in many years, we cannot invite you to visit the Dennison Booth at the National Stationers Convention in October. The Convention has been postponed. And this makes it impossible to hand you the traditional McIntosh Red Apples at the usual time. For the time being we shall have to put our greetings on paper, and look forward to a meeting in the near future.

During the War period now ended, mutual cooperation has helped all of us through many difficult situations. Count on us to maintain that cooperation during the peaceful days to come. And expect from Dennison ample supplies of quality merchandise, new and old, as soon as conditions permit.

How To Get Your Full Color Reproduction of This Print

We'll be glad to send you a handsome reproduction of the art print illustrated above, suitable for framing and display in your office, your store, or your home. Just write to

Dennison Manufacturing Co.

FRAMINGHAM, MASS.

...for Every Office Purpose

Waterman's Inks are available in *any size* bottle you can think of—from gallons, quarts and pints to the individual 2 oz. Tip-Fill Bottles shown above.

Waterman's Inks are available for *any purpose* you can think of—from guarding your precious documents and records, to handling your ordinary, routine correspondence.

And remember this: When you buy Waterman's Inks, you're buying the largest-selling ink in the world—the ink made to a 50 year old formula famous for smooth writing and safe pen protection.

Ask your distributor for Waterman's Inks. He can supply you with 8 great colors — including Blue Black and Permanent Black, the Inks that "last as long as the paper they're written on."

L. E. WATERMAN CO., 344 Hudson Street, New York 13, N. Y.

Waterman's

The Ink that's right — on the Tip of Your Pen

Records Visualized at Vertical Filing Costs

"Y and E"

VIS-U-ALL

"Y and E" offers you the fastest and most economical fact producing record file ever perfected—the "Y and E" Vis-U-All.

This new "Y and E" method is an all-way visible plan for making records show the greatest number of facts, at a glance, without touching or removing a card or sheet. Most units are available for delivery now.

VISIBILITY is the watch word of this new Era and applied to office is no exception.

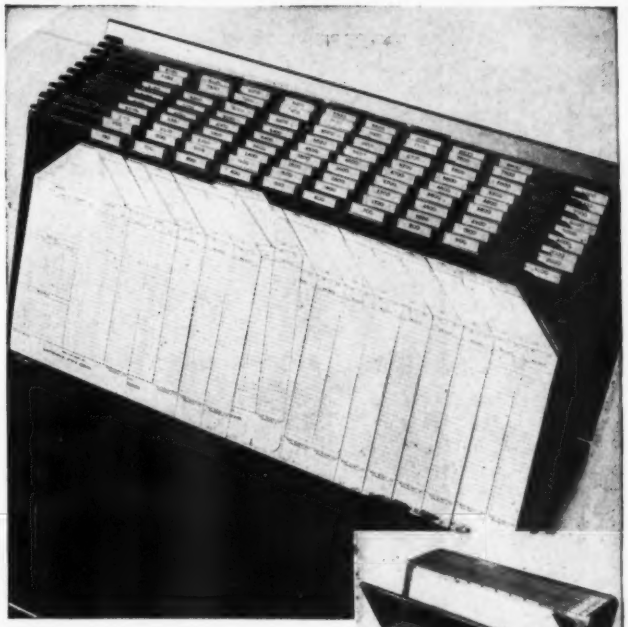
Business records that visibly show trends and results from day to day—hour to hour are most vital to the new business tempo now rapidly getting under way.

Write for complete information. Learn more about this unusual cost, labor and space saving device.

YAWMAN AND ERBE MFG. CO.

1045 JAY ST. ROCHESTER 3, N. Y.

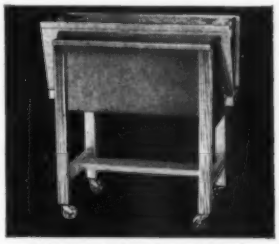
FOREMOST FOR MORE THAN SIXTY YEARS



Compact Portable Tray

Compact Light Portable Trays . . .

25 inches long and 6 inches wide —Capacity 2464— Cards 6 inches wide—Visibility 1.2 inches—Collapsible sides to save space in Safe or Tub.



Posting Stand and Tray

Posting Stand and Portable Tray . . .

Light rigid construction with caster bases—Portability easy and quiet—desk height, convenient for either hand or machine posting.

Combination Desk and Tub

Combination Desk with Tub extended . . .

Tub capacity three trays—Tubs equipped with easy running casters—easy portability to Posting Machine or for special consultation. Over-all dimensions, 30x30x29½.

Double Desk Tub Unit

Double Desk Two Tub Unit . . .

Where more than the capacity of one tub is required, this unit provides a tub on either side of the operator with every card in easy reach and completely visible. Desk provides wide space for posting and gives record protection when tubs are replaced beneath.

American Business—

the theatre of Successful Reconversion Planning!

. . . JASPER DESKS—

THE HEART OF THE OFFICE

will play a major role in these plans!

Every cut-back in industry shoulders business with new responsibilities . . . how to make full use of existing factory facilities that were previously geared to war. It goes without saying that American ingenuity will solve these problems but into their solution will go countless hours of diligent discussion and planning. Further we predict that JASPER DESKS will play an important role in many a "business huddle" because it's a natural thing for an executive to hold these postwar conferences around his office desk where facts, records and figures are at his fingertips. For these reasons as well as many others, we are bending every effort towards turning out those JASPER DESKS so in demand.

THE JASPER DESK COMPANY

JASPER, INDIANA

THE JASPER DESK CO. JASPER, IND.

MEMBER WOOD OFFICE FURNITURE INSTITUTE

ANYONE CAN PROVE...

Ernest Eagle is demonstrating one of VERITHIN's amazing virtues: Records written with its insoluble lead won't smear under perspiring hands . . . won't run under accidental wetting . . . are as *permanent as the paper!*

What's more, VERITHIN will take a needle point in any sharpener . . . *hold that point* under heavy pressure . . . and make over 4,000 check marks before it needs resharpening!

Treat yourself to a VERITHIN today, and discover how downright *dependable* a colored pencil can be.

30 *Vivid Colors*

734 White
734½ Light Grey
735 Canary Yellow
735½ Lemon Yellow
736 Yellow Ochre
736½ Orange Ochre
737 Orange
737½ Sea Green
738 Green
738½ Light Green
739 Dark Green
739½ Olive Green
740 Ultramarine
740½ Sky Blue
741 Indigo Blue
741½ Azure Blue
742 Violet
742½ Lavender
743 Pink
743½ Rose
744 Scarlet Red
745 Carmine Red
745½ Terra Cotta
746 Sienna Brown
746½ Tuscan Red
747 Black
747½ Dark Grey
748 Red and Blue
750 Vermillion
753 Silver
754 Gold

10¢ EACH
. . less in quantities

Want one free?

Ernest Eagle will be glad to send it, with our compliments.

Just write us, naming this magazine, your dealer and the color you desire.

*Reg. U.S. Pat. Off.

EAGLE *"Chemi-Sealed"* (SUPER BONDED)

VERITHIN COLORED PENCILS

EAGLE PENCIL COMPANY
703 E. 13th ST., NEW YORK 9, N. Y.
EAGLE PENCIL CO. of Canada, Ltd., Toronto

THANKS TO ERNEST EAGLE

VERITHIN IS A BETTER COLORED PENCIL

★

Believe what you see? Then see the things that VERITHIN—and *only* VERITHIN—can do in your own hand. Pick a color, any color, and give it the works! Sharpen it to a needle point (you couldn't crumble a VERITHIN point if you tried) and then *just write.* Notice how smooth it is, how rich and fine the lines are.

★

Bear Down On It—put all your weight on a VERITHIN point and see how much pressure it takes before it will snap . . . far more than you'll ever use in ordinary writing.

★

VERITHIN Leads Are Different. Thousands of tiny fibres interwoven in the colored lead make it *flexible* . . . super-resistant to cracking and crumbling. All in all, VERITHIN IS SIMPLY A *BETTER* COLORED PENCIL!

ERNEST EAGLE HAS AN OFFER

Try one, *free* won't you?

To Make a Good Impression

Old Town

RIBBONS • CARBONS
DUPLICATING SUPPLIES

- CARBON PAPER
- INKED RIBBONS
- DUPLICATING CARBONS
- MASTER UNITS
- DUPLIFORMS
- DUPLICATING PAPERS
- CARBON ROLLS
- CARBON RIBBONS
- HAND CLEANSING CREAM

SPEED EFFICIENCY ECONOMY

Old Town

RIBBON & CARBON CO. Inc.

Foremost Makers of Ribbons and Carbons for Every Use

750 PACIFIC STREET, BROOKLYN 17, NEW YORK, N. Y.

NASCON OFFERS DISTINCTIVE HOLIDAY GIFTS

Illustrated on this page are but a few of the attractive numbers in the Nascon Line whose exclusive styling, quality and high utility value assure them of lasting appreciation and constant use throughout the year. Order from your local stationer today for pre-holiday delivery.

Nascon "AT-A-GLANCE" Products
REG. U.S. PAT. OFF.

A. NASCON DATES TO BE REMEMBERED—Designed for the recording of birthdays, anniversaries and other important dates to be remembered (Perpetual form).

■

B. NASCON ADDRESS AND MEMO—A beautifully designed, highly practical desk piece that includes a wire-o bound alphabetical index for addresses and telephone numbers and a refillable perforated memo pad.

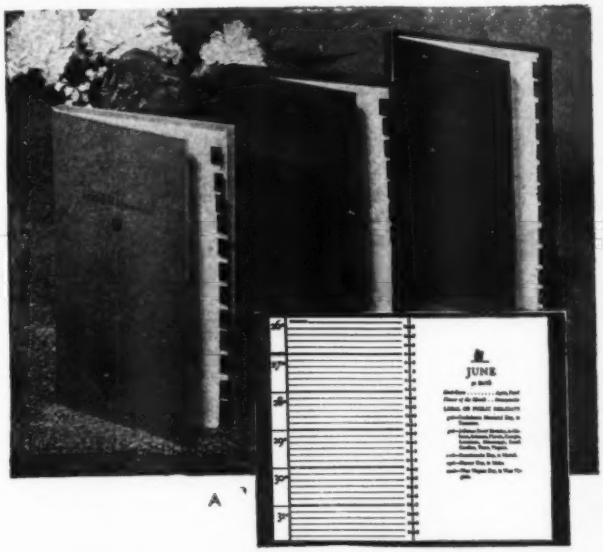
■

C. NASCON DUODEX—A unique vest pocket or purse size piece that includes a wire-o bound, alphabetical address section, a perforated memo pad, and a pocket for calling cards.

■

D. NASCON WEEK-AT-A-GLANCE—Provides for a week's appointments and memoranda at a glance, current and following month's calendars always in view, a complete three year calendar and an alphabetical index for addresses and telephone numbers. Available in desk and pocket sizes in a variety of distinctive bindings.

NASCON SALES CORPORATION
60 EAST 42ND STREET, NEW YORK 17, N. Y.



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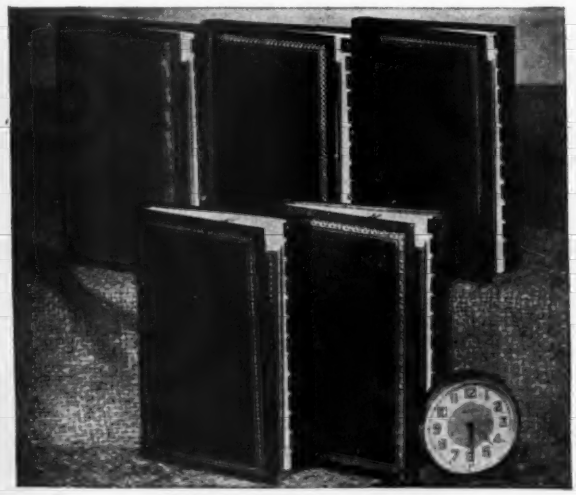
B



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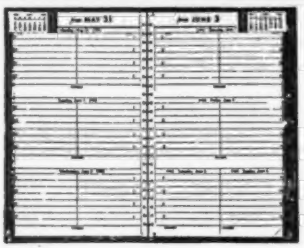


C

"H·M·M! wonder what they mean by ASE?"

• Why, that's easy, ma'm! It's the All-Steel-Equip Company. They make the line of files that are known from coast to coast for durability, smart appearance and improved features.

A-S-E's the luxury line of files with smooth-action drawers, smooth-locking mechanism, rugged, heavy-weight steel construction, trouble-free follower . . . and extra filing capacity—actually 26½ inches of clear filing space!

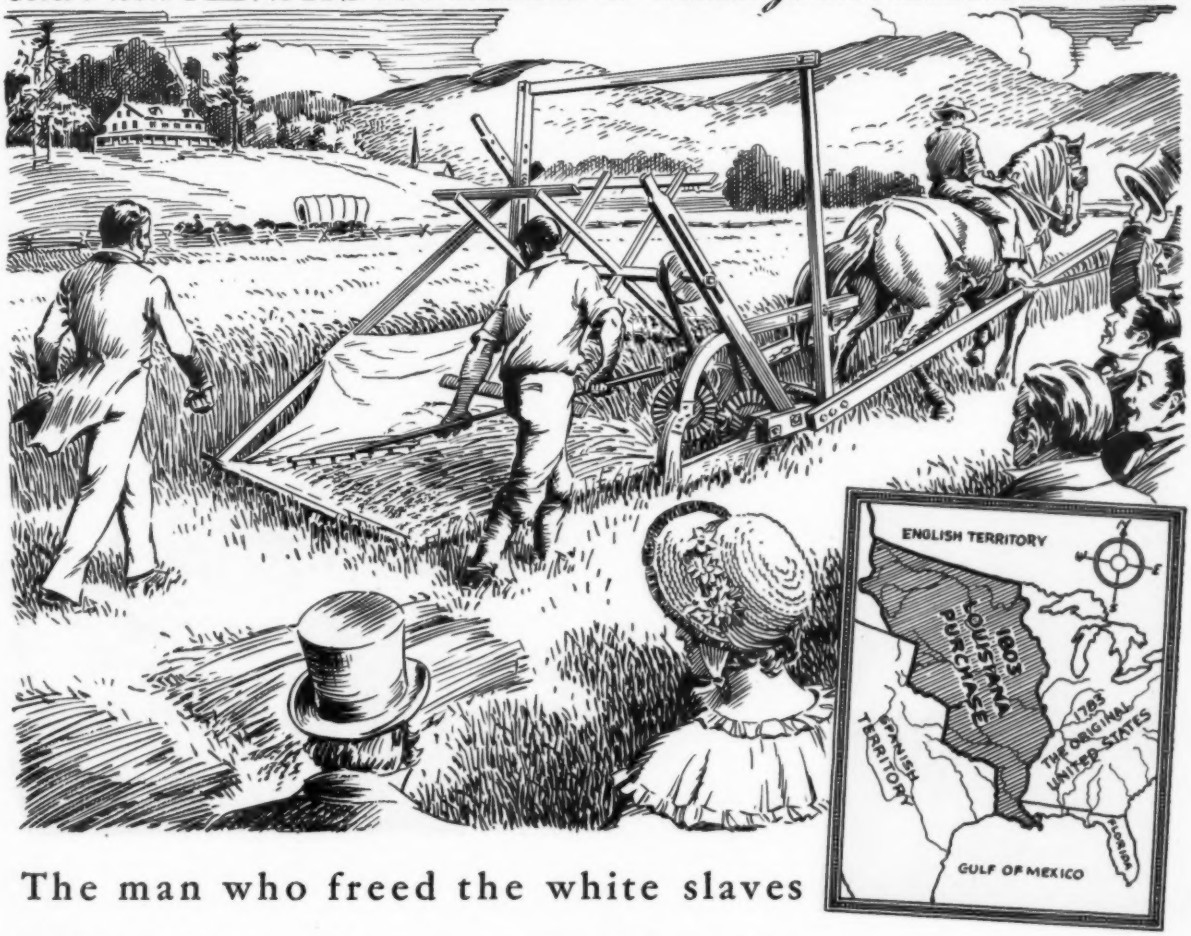
Don't delay—write today . . . let us tell you more about A-S-E Aurora Files—it's the line that is backed by more than 33 years of engineering experience in the production of precision products!

ALSO 2, 3 or 5 DRAWER SIZES

We also manufacture a complete line of steel storage and wardrobe cabinets. Write today for full information.

ALL-STEEL-EQUIP COMPANY, INC.
300 Cleveland Avenue, Aurora, Illinois

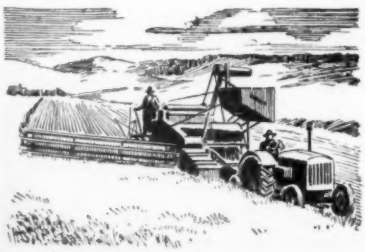
There will ALWAYS *be a Frontier to Challenge the American Pioneer*



The man who freed the white slaves

BROAD frontiers can make a nation great . . . only while the pioneer spirit motivates that nation's men. Consider, for example, the Louisiana Purchase and Cyrus Hall McCormick.

That vast tract between the Rockies and the Mississippi had been American soil for 28 years when McCormick made his first reaper. The reaper, not the rifle, doomed the buffalo and the Sioux . . . wrote the destiny of Kansas, Minnesota, the Dakotas. This land was to become the granary of the western world.



Look again at McCormick, for he was more than an inventor. When his base patents expired in 1851, a host of imitators arose. He beat them by pioneering in product engineering, industrial management, and salesmanship. If you are reading these words in a comfortable office, thank McCormick. But for him and his pioneer breed, two men in three would be slaves of the soil — fighting hunger with the primitive tools of a past century. And America, with all her natural wealth, might today be the prey of the earth's ant-hill nations.

Tomorrow and tomorrow and tomorrow, America's greatness lies in her men of free, pioneer vision and energy — seeking their reward not in political power but from the economic success of their dreams.

The war is over! Gunn is retooling and reconverting — a process that takes time. Shortly after the first of the year, however, we hope to show you the work of Gunn engineers and designers . pioneer concepts in office appointments that will multiply the efficiency of the American business man.

GUNN
Furniture Company

PIONEERS IN FINE OFFICE APPOINTMENTS FOR OVER HALF A CENTURY

GRAND RAPIDS MICHIGAN

WOOD OFFICE FURNITURE INSTITUTE

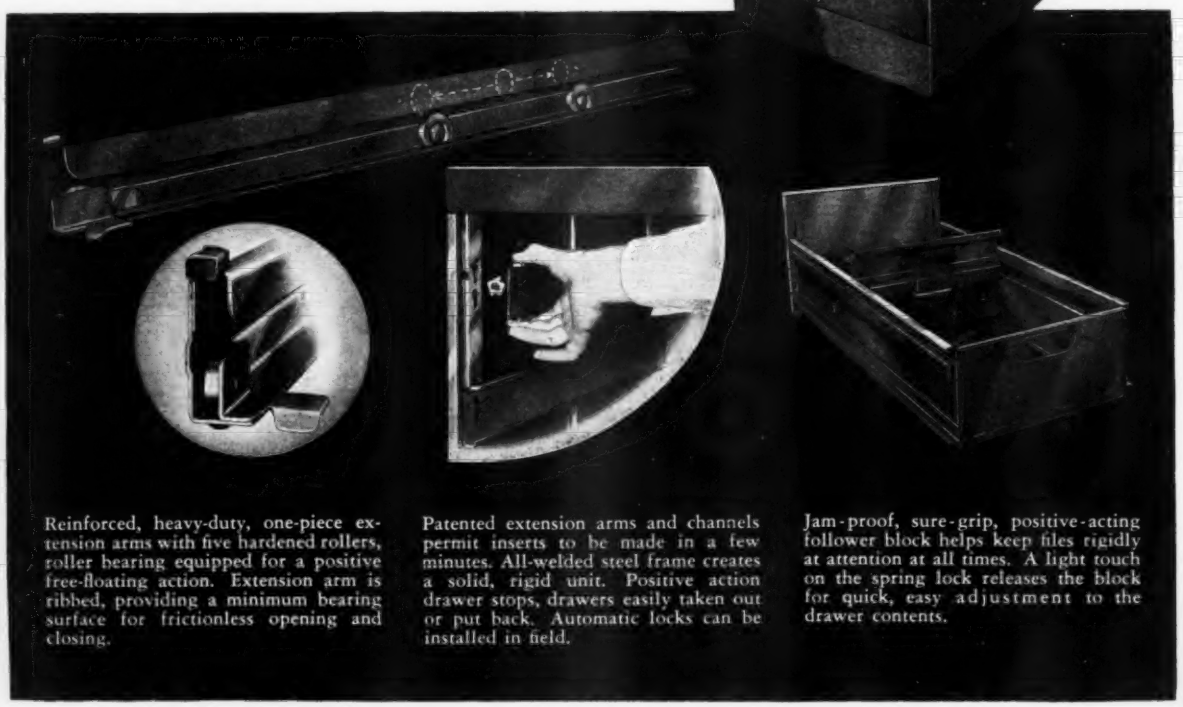
Ready Now

BROWNE-MORSE

STEEL FILES

Better-than-ever Browne-Morse quality, mass produced with modern facilities. This new Browne-Morse file is designed to fit the spirit with which American business faces the development of peacetime markets. Sturdy, rigid, long lived and dependable, with a smooth, easy draw action that simply breezes open and shut. Its quality surpasses the expectation of users and dealers — for office equipment designed and built to meet the demand of the forward looking business man. Check the features of construction and operation listed below which make this Browne-Morse file the best engineered in its price range today.

Write for complete data on Browne-Morse engineering service . . . helps you build efficiency into your office operations.



Reinforced, heavy-duty, one-piece extension arms with five hardened rollers, roller bearing equipped for a positive free-floating action. Extension arm is ribbed, providing a minimum bearing surface for frictionless opening and closing.

Patented extension arms and channels permit inserts to be made in a few minutes. All-welded steel frame creates a solid, rigid unit. Positive action drawer stops, drawers easily taken out or put back. Automatic locks can be installed in field.

Jam-proof, sure-grip, positive-acting follower block helps keep files rigidly at attention at all times. A light touch on the spring lock releases the block for quick, easy adjustment to the drawer contents.

ARCHITECTS OF EFFICIENCY FOR AMERICA'S OFFICE

MUSKEGON **Browne-Morse** **MICHIGAN**

For over 37 years, manufacturers of high quality
files, desks, chairs, filing supplies, safes, special counters, cabinets and office forms

HERE IS OUR ADVERTISEMENT IN THE

SATURDAY EVENING POST

Oct. 6 Oct. 6

—it marks many years Continuous Advertising in Saturday Evening Post, Collier's, This Week, American Weekly and Life.

Sky-Rite Advertising is also in Ladies' Home Journal and Good Housekeeping.

Our famous "PERSONAL" copy signed by Aunt Emma is running in Newspapers from Coast to Coast. Thousands are writing Aunt Emma for Samples of Genuine Sky-Rite.

Sky-Rite *Lightweight* Stationery is always In Trade Papers—Covers and full pages predominate.

50 MILLION READERS *A MONTH*

are reading the Sky-Rite message—"The Modern Trend is toward the use of *Lightweight* Stationery—for *All* correspondence. Plane or train or mule back."

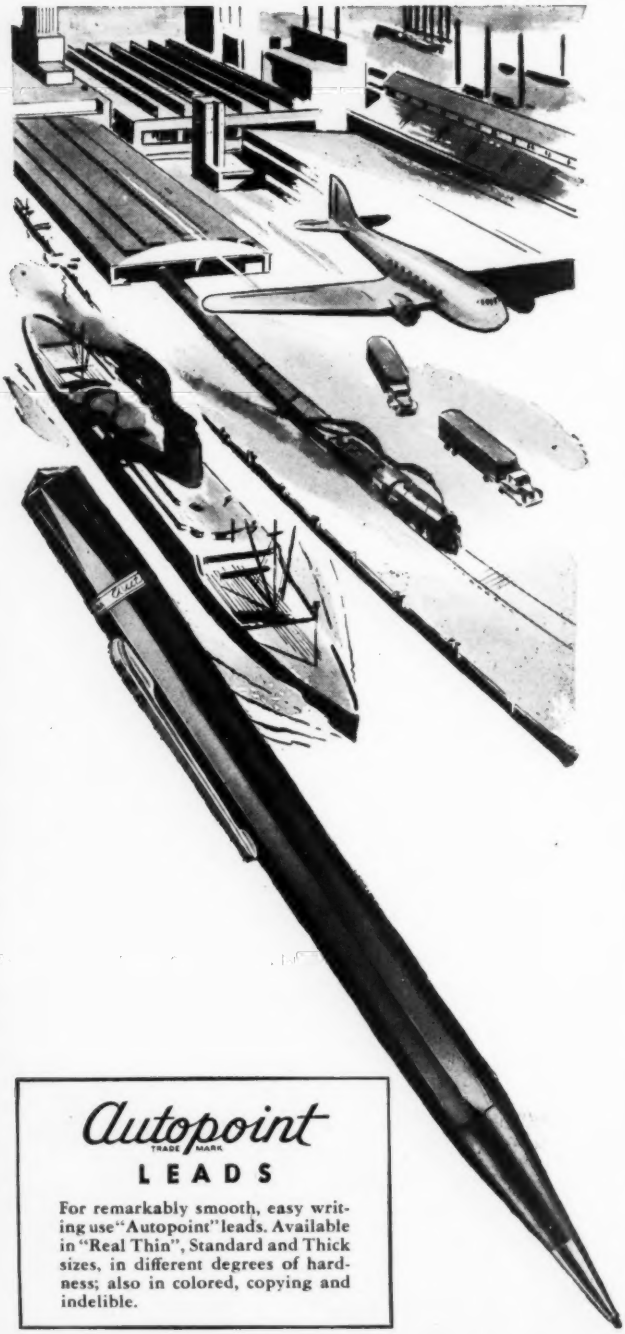
DISTRIBUTORS COAST TO COAST

SKY-RITE
74 Varick Street
New York 13, N.Y.

©1945
Agency Paper Co.

Autopoint
TRADE MARK

PENCILS ARE BACK!



Now we can again supply you with "Autopoint" pencils in certain models. During the war years most of our production facilities were devoted to war work. It was our policy, however, to continue our national advertising in leading weekly magazines that reach millions. Because of this policy there is a tremendous pent-up demand for "Autopoint" pencils.

NO OTHER PENCIL HAS ALL THESE ADVANTAGES

1. **GRIP-TITE TIP**—This amazing, exclusive feature holds leads firmly down to the last ⅛ inch. Makes it impossible for leads to wobble, turn or fall out.
2. **BREECH LOADER**—Leads are loaded from the rear. The plunger feeds the lead as needed. The Grip-Tite tip assures smooth, even writing.
3. **CAN'T CLOG**—No clogging or jamming of leads when you use an "Autopoint" pencil. The simple, foolproof mechanism gives unfailing service.

THE CHOICE OF BIG BUSINESS ORGANIZATIONS

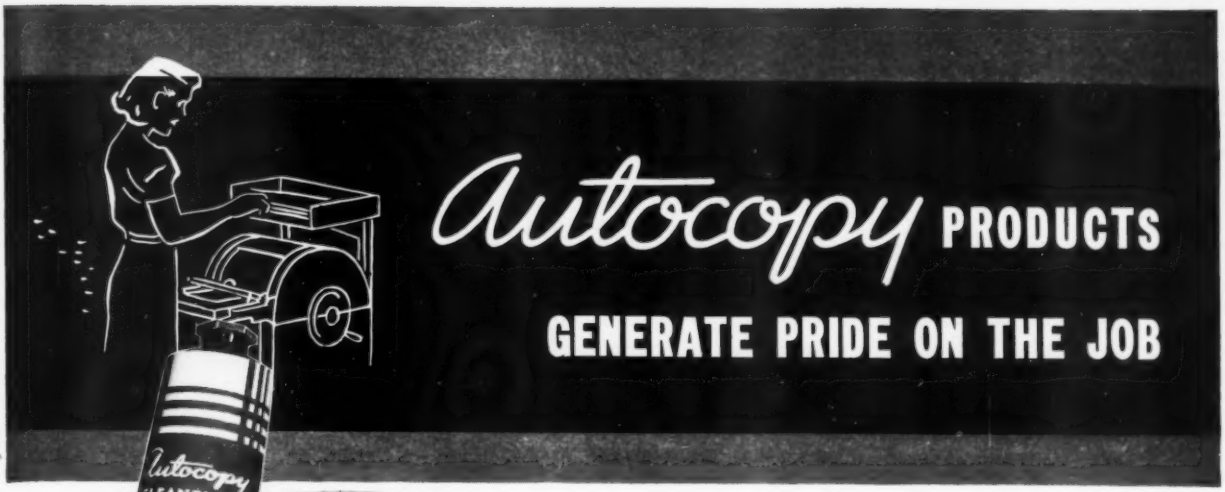
In business organizations, where trouble-free writing is an absolute necessity, "Autopoint" pencils have been the choice for many years. These firms have found it pays to equip their employees with "Autopoint" pencils. Time is saved. Efficiency is increased. And year round pencil costs are reduced.

It will pay you to investigate. Write us for complete details.

Autopoint
TRADE MARK
BETTER PENCILS
AUTOPOINT COMPANY • 1801 FOSTER AVE., CHICAGO 40, ILL.

Autopoint
TRADE MARK
LEADS

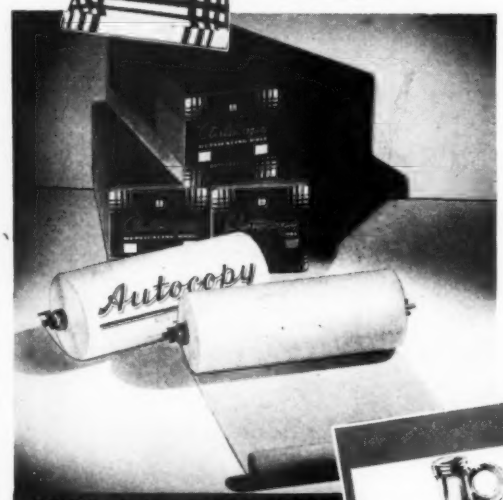
For remarkably smooth, easy writing use "Autopoint" leads. Available in "Real Thin", Standard and Thick sizes, in different degrees of hardness; also in colored, copying and indelible.



IN 30 SECONDS . . . AUTOCOPY CLEANSING CREAM

Removes Hours of "Copy Machine Stain" From Hands!

The most frequent complaint of copy machine operators—stained hands—is simple to eliminate. For in only 30 seconds, Autocopy Cleansing Cream removes the stain acquired on hands in hours of work. With all its speed and positive action in removing Hectograph, Mimeograph and other ink stains, and grease or oil, too, this all-purpose cleansing cream acts gently; leaves hands soft and smooth; does not mar nail-polish.



AUTOCOPY GELATIN ROLLS FOR BRILLIANCY OF COPY . . . AND LONG SERVICE LIFE

By our exclusive formulas, Autocopy Gelatin Rolls are compounded to insure longest efficient use under varying climatic conditions. No bubbles, dents or waves on Autocopy rolls. Autocopy rolls consistently produce clean, bright and perfect impressions. Autocopy Gelatin Rolls are available for all makes of duplicators—are "standard material" with many of the Nation's largest users.

OTHER Autocopy PRODUCTS

Autocopy Spirit and Hectograph **Carbon Paper.** Available in purple, blue, green or red; soft, medium or hard finishes.

★

Autocopy Master Sets (Plain). For all spirit duplicators.

★

Autocopy Ribbons, made of the finest cloth, in semi or full inkings. Colors: Purple, Purple and Red. Copying and in combination with Record Inking or special purposes.

WRITE FOR LITERATURE AND PRICES.

IN COPY FIDELITY . . . ON LONG OR SHORT RUNS

Autocopy Direct Process Spirit Fluid STANDS OUT!

Here's the way to brighter clean-cut copies, extra long runs, instant drying of paper that avoids "sloppy-copy" offsetting. This carefully-compounded duplicator fluid is practically odorless and is non-injurious to machines. For all direct process duplicators! In gallon jugs or 54 gallon drums.

Autocopy, Inc.

462 West Superior Street CHICAGO 10, ILLINOIS

MR. OFFICE MANAGER

Buy Scripto Leads

THIS SCIENTIFIC WAY!

10 DEGREES	
2B (1) VERY SOFT	
B (1½) SOFT	
HB (2) MED. SOFT	
F (2½) FIRM	
H (3) HARD	
2H (3½) HARD	
3H (4) HARD	
4H (4½) HARD	
5H (5) HARD	
6H (5½) VERY HARD	

For all who write, figure, or draw, there is a Scripto lead scientifically designed for their particular type of work. Study the chart shown here and buy leads according to usage. Just any lead will not do if you want top writing efficiency. Scripto refill leads in long and short lengths fit all pencils made for standard size leads. They are available at your office supply dealer's with Scripto erasers and the world famous Scripto pencils.

USES FOR SCRIPTO LEADS

HB to 2H
AUDITORS
ACCOUNTANTS
BOOKKEEPERS
CARBON COPIES
ORDER CLERKS
SALESMEN

HB to 6H
ARCHITECTS
ENGINEERS
DRAFTSMEN

H to 6H
PHOTOGRAPHIC
RETOUCHING

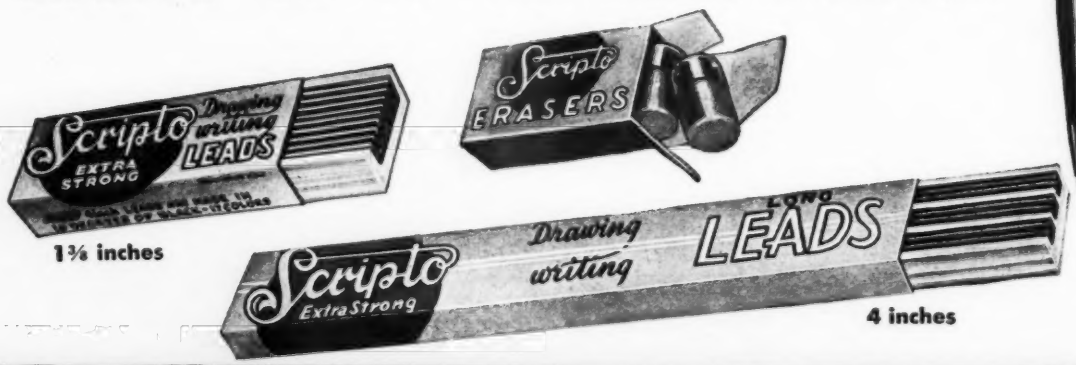
2B-B-HB
STENOGRAPHERS
SECRETARIES
GENERAL USE
V-MAIL

2B to 6H
ARTISTS

CHOICE OF COLORS
ARTISTS
ACCOUNTANTS
MAPS
BLUEPRINTS
METAL MARKING

COPYING LEADS
FOR DUPLICATING MACHINES

CHOICE OF 17 POPULAR COLORS



1⅜ inches

4 inches

SCRIPTO MANUFACTURING CO., ATLANTA, GEORGIA

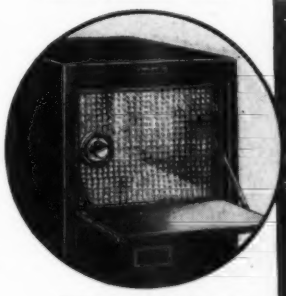
File Headquarters Reporting . . .

WE'RE eyeing Tomorrow eagerly.

As soon as we get a full and clear view, the plans we made and the new metal file cabinets we've developed will be shown to the world. There are a few details to straighten out before our production hits its full stride. But, when we get going—Watch Us!

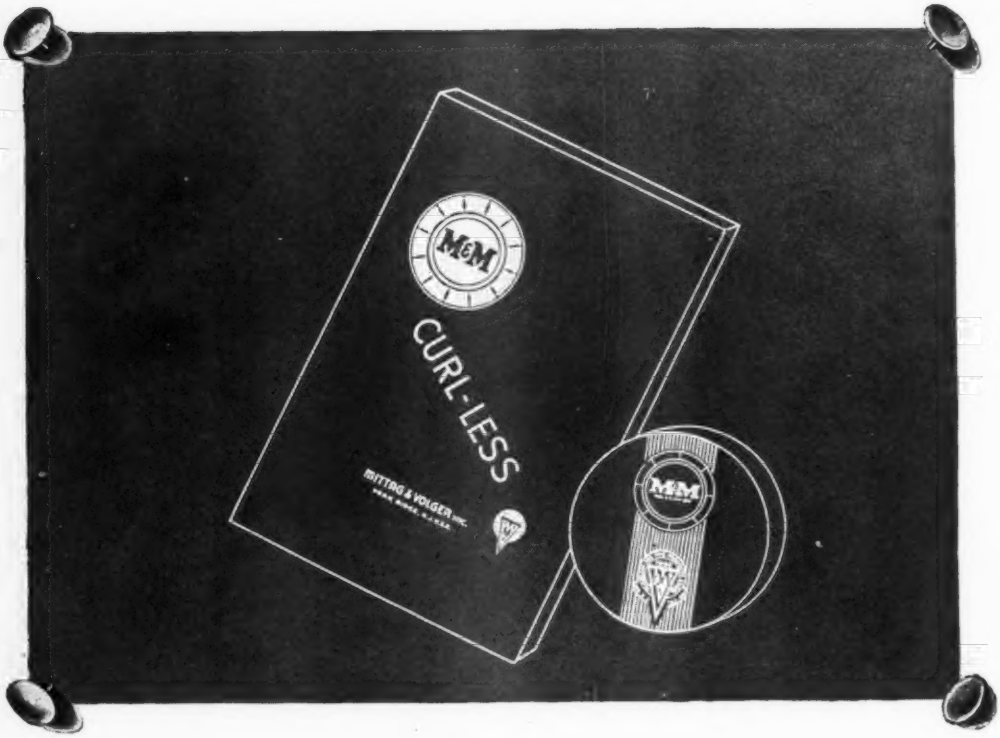
INVINCIBLE METAL FURNITURE CO.
Manitowoc, Wisconsin

INVINCIBLE



This concealed safe unit is a patented Invincible EXCLUSIVE!

INVINCIBLE



BLUEPRINT FOR EXTRA VALUE

For over half a century thrifty users of M & M ribbons have known the answer to the difficult problem of obtaining fine inked ribbons specifically made to insure efficiency and economy. Exacting workmanship and a perfectly balanced ink formula have provided M & M ribbons with a record of performance that matches the perfection of the new M & M *"Curl-Less"* carbon. Already this ultra modern carbon has extended the established reputation the regular M & M product enjoys for uniformity of work and density of color. For those exacting users who wish to economize without sacrificing durability and built in quality, M & M ribbons and the new M & M *"Curl-Less"* carbon paper offer a rare bargain these days when genuine value is so often mistaken for a mere price differential.

MITTAG AND VOLGER, INC.

ESTABLISHED 1881

FINE CARBON PAPERS & INKED RIBBONS · PARK RIDGE, NEW JERSEY

24 Years Service

Used daily for over 24 years, this STEEL-AGE FILE CABINET — none the worse for wear — is still in use.

We're justly proud of its outstanding record—proud, too, that thousands of STEEL-AGE FILE CABINETS like it are upholding the high standard of STEEL-AGE quality year after year.

Soon to be introduced, the new line of STEEL-AGE FILE CABINETS with many distinctive modern refinements will be even better. Better because it's backed with years of production experience, rugged testing and smart designing. Early delivery of this new modern line is planned soon after release of materials.

You can't make a better selection. Contact your Corry-Jamestown dealer. He will soon have the complete modern line of STEEL-AGE office furniture on display. Get on his list for earliest possible delivery.

★

Steel Age

CORRY - JAMESTOWN

MANUFACTURING CORPORATION ★ CORRY, PENNA.

The best grip in its class

Supergrip CEMENT 50

True to its name, Supergrip, has proved superior to pre-war natural rubber cements. The grip of this remarkable synthetic cement is not affected by oxygen or by long exposure to air or light. Supergrip marks a decided advance in its field. Its clear transparent film will not stain, harm or wrinkle paper or mount. Any excess can easily be rubbed off with the finger.

Advertising men, artists, photographers, architects, engineers, teachers, business and professional people have found Supergrip to be ideal for mounting photographs, drawings, sketches, maps and other valuable papers. Supergrip also sticks paper to wood, to metal, to glass and to plastics.

Supergrip is the civilian brother of scores of new and highly specialized war-time cements developed in the laboratories of a company long recognized as a leader in the production of specialized adhesives for industrial uses.

No matter what rubber cement you may now be using, try Supergrip in the 4-oz., pint, quart or gallon size. Available at stationery and photo supply stores.

B. B. CHEMICAL COMPANY
784 Memorial Drive Camridge, Mass.

BB CHEMICAL COMPANY 784 MEMORIAL DRIVE CAMBRIDGE 39, MASS.

In Moisture-Proof "Colored" the Buy is VAN DYKE

WEATHERPROOF

...and your Stationer's the man to buy it from. He'll tell you that the special lead in this fine pencil gives a very special value of pigment-to-paper "writeability." Sold singly or in sets of 12 and 24 brilliant colors. Rely on your Stationer...

Buy

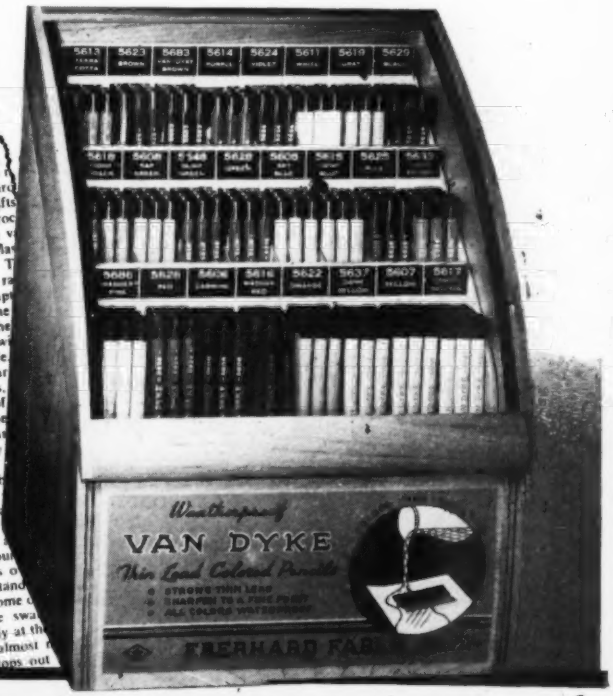
EBERHARD FABER

Leadership

... IN WRITING MATERIALS SINCE 1849

WEATHERPROOF VAN DYKE *is a Business Office Asset*

Once your office workers learn of the absolute insolubility and remarkable *pigment-to-paper writeability* of WEATHERPROOF VAN DYKES, you'll find immediate enthusiasm. Here is a colored pencil that business users order and re-order gladly. It's a pencil that demonstrates itself to advantage. If you have not given it the chance it deserves, start now. Your Stationer has Weatherproof Van Dyke Pencils and in a complete range of 24 brilliant colors.



EBERHARD FABER

Leadership IN FINE WRITING MATERIALS SINCE 1849

READY FOR IMMEDIATE DELIVERY

New

SUNRUCO RUBBER FINGER PAD

Here's a real work expediter . . . the new Sunruco Sanitary Finger Pad . . . now ready to help office workers "put the finger" on wanted pages—faster. With it, fingers fairly fly through numerous jobs such as filing, counting, assembling, money handling.

Sunruco Sanitary Finger Pads are *completely new* . . . better all around . . . in design, composition, molding, performance. Check Sunruco's advantages, and see why these latest finger pads set a new high in efficiency and comfort.

1 100% grip all around . . . new and deeper non-skid over the entire surface, instead of just in front.

2 New inside grooves provide finger ventilation . . . hold pads on finger snugly. Old style ventilation perforations are eliminated.

3 Shorter than previous pads to permit complete freedom of finger action . . . there's no binding of finger joint.

Made in 5 sizes, each size packed one dozen to a carton, 12 cartons to an attractive counter display container. Furnished in familiar red color. Sizes: S-11, S-11½, S-12, S-13, S-14.

At Leading Office Suppliers

Sunruco Rubber Finger Pads are available almost everywhere. Include an assortment of sizes in your next office supplies order. Have your workers exchange their war-worn, old-style finger pads for these new, speedy Sunrucos.

Stocks are adequate . . . no waiting . . . order now for IMMEDIATE delivery.

This new Sunruco product points the way to the new and broader lines of Sunruco Office Specialties to be brought to you by Sun in the brighter days ahead.

S-845-11

THE SUN RUBBER COMPANY

Sunruco

· BARBERTON · OHIO ·

HEYER *Quality* *Duplicator* SUPPLIES

HEYER Quality STENCILS
Lettergraph Cellulose .....AAA Grade
Royal Blue ..... AA Grade
Economy Dry ..... A Grade
Wax ..... Top Grade
In note, letter or legal sizes.

MAKE THE BEST IMPRESSION

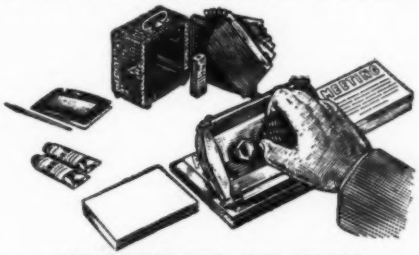
They definitely improve the work of any stencil, gelatin or spirit type duplicator. Forty years of scientific research and refinement to meet modern methods, has developed outstanding quality and performance. HEYER PRODUCTS are recognized leader in business and educational institutions throughout the world and they will insure good-will and lasting satisfaction to you.

We manufacture a complete list of rotary stencil duplicators which will again be available very shortly. Our popular EFFICIENCY ROLL DUPLICATOR is now available.

WRITE for COMPLETE CATALOG

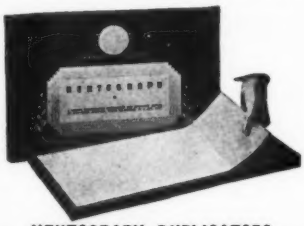
HEYER Quality INKS
Finest reproductions for automatic hand duplicators. Black and 7 colors.

HEYER IDEAL DUPLICATORS
Note - Letter - Legal - Folio Sizes. Complete with Ink, Sponge, Instructions.



LETTERGRAPH POST CARD PRINTER
Complete with Case, 6 Stencils, 2 Tubes of Ink, Correction Fluid, Stylus, StencilScope, Base and Instructions.

HEYER Quality REFILL
For Any Pan Type. 1-2½-5 and 10-lb. Can.

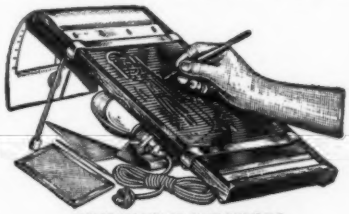


HEKTOGRAPH DUPLICATORS
Note - Letter - Legal Sizes. Complete with Ink, Sponge, Instructions.

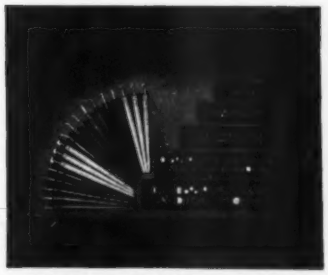
HEYER HEKTOGRAPH SUPPLIES
Finest in Inks, Carbon Paper, Pencils and Ribbons.

HEYER SPIRIT SUPPLIES
SPIRIT CARBON PAPER for sharp, clean originals in Purple, Red, Green, Blue—Box of 100.
SPIRIT PROCESS FLUID, assures maximum brilliant copies. No odor—Gallon Cans.

HEYER GELATIN ROLLS and FILMS
In amber or white for any model duplicator. Sizes 8¾" x 22" wide.



PORTABLE CLEAROSCOPE
Simplifies Drawing and Tracing on Stencils Complete with all Tools.



HEYER Quality STYLI and GUIDES
15 Varieties of Styli points with plastic handles. Guides for many type faces and sizes.

THE HEYER CORPORATION

Quality Duplicators and Supplies Since 1903

901-911 WEST JACKSON BLVD. • CHICAGO 7, U. S. A.

THEY'RE COMING BACK AT PREWAR STANDARDS

Most restrictions have been eliminated, so you'll notice that your increased shipments of Oakville fastening devices are steadily returning to prewar standards of construction and finish.

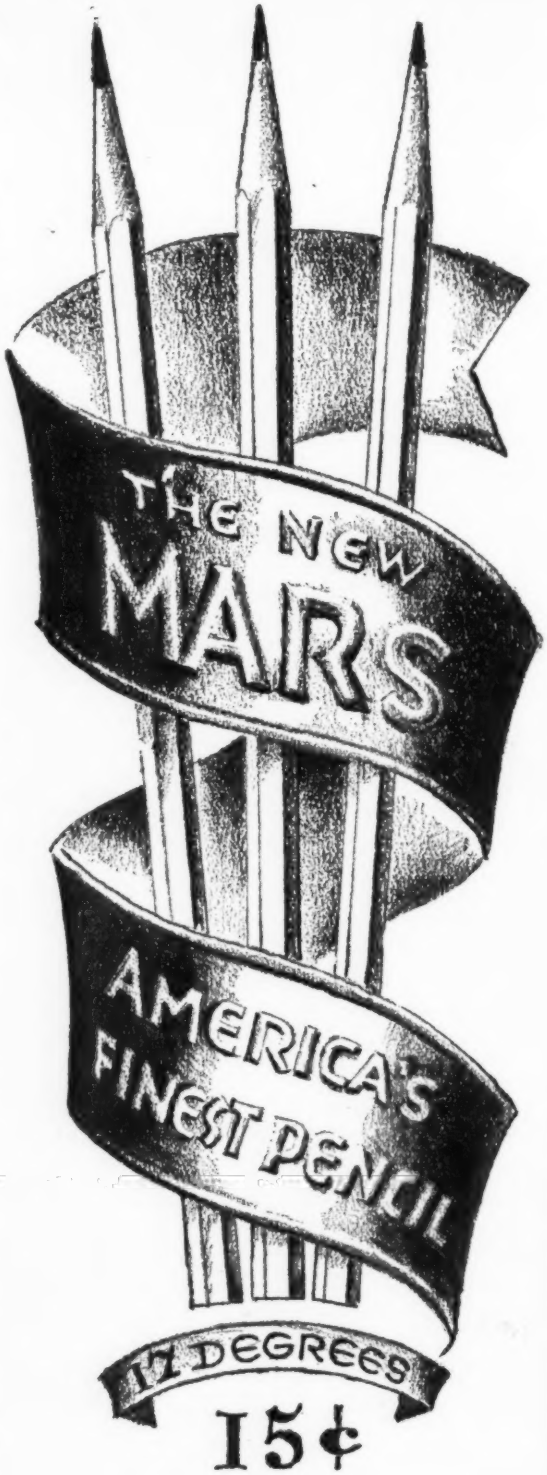
As we continue production progress, the day will come when loyal Oakville dealers and new suppliers of the famous Yellow Box Line will be ready to fill *all* demands for Oakville fasteners—Pins, Clips, Fasteners, Thumb Tacks and related items.

The Home of The Famous Yellow Box Line

OAKVILLE COMPANY

Division of Scovill Manufacturing Co.
Waterbury 86, Connecticut

New York • Chicago • Boston
San Francisco
In Canada: Brown Bros., Ltd., Toronto 2



"DEMAND THE BEST!"

J. S. STAEDTLER, INC.

53-55 WORTH STREET
NEW YORK, N.Y.

FASTER than a printing press!

250 copies a minute!

Niagara speeds your paper work!

Next time you have a special rush bulletin—perhaps 10,000 copies—and the printer says, "Can't deliver for four or five days"—get them out in an *hour* in your own office, with an electric, fully automatic NIAGARA . . . world's fastest duplicator!

Exclusive NIAGARA features include:

HAIRLINE REGISTRATION. Put any word, any line, *exactly* where you want it. Forms, color work, come out "just right."

SYNCHRONIZED SPEED of impression roller and drum makes the stencil last longer—no "drag" to tear stencil.

ADJUSTABILITY. Feeds automatically rough or smooth, light or heavy paper—sizes 2½ to 16". Copy cut "off-center" can be moved up or down to any position on a letter-size sheet.

NIAGARA'S full output during the war went to the government. Thousands upon thousands of these sturdy, efficient duplicating machines handled the multiplicity of tasks assigned to them in government work. Now they are available to civilians again—ready to go to work for YOU! Drop us a card and we'll tell you more about NIAGARA duplicating machines.

"LOOKS LIKE TYPEWRITTEN COPY!"

NIAGARA

world's *fastest* duplicator

NIAGARA DUPLICATOR COMPANY, 128 MAIN ST., SAN FRANCISCO 5, CALIF.

NIAGARA PROCESS

GENERAL'S CARBO-WELD PENCILS

with "Built-in-Quality"

SEMI-HEX Office Pencil

KIMBERLY Drawing Pencil

KIMBERLY Thin Colored Indelible Crayon

SEMI-HEX Thin Colored Insoluble Crayon

SUPER-DUPLICATING Pencil

WET-PROOF Pencil

WHAT IS IN A NAME?

There is plenty of significance in the name GENERAL or SEMI-HEX or KIMBERLY. They mean *quality* in pencils. "*Built-in-Quality*" of smooth strong lead, accuracy of degrees and the fine wood casings which permit easier sharpening. These are the kind of pencils your customers pencils you need for your office.

SEMI-HEX Office Pencil 5 degrees
No. 1-2-2²/₄-3 and 4

KIMBERLY Drawing Pencil 22 degrees
6B to 9H—EXTRA B for layout and TRACING 1-2-3-4

KIMBERLY Thin Colored Indelible
Crayon 25 Popular Colors

SEMI-HEX Thin Colored Insoluble
Crayon 14 Brilliant Colors

SUPER-DUPLICATING Pencil
Soft and Medium

WET-PROOF Pencil
For out-door marking on wood, tags, labels etc.

Makers of Fine Pencils since 1889

General Pencil Company

67-73 FIRST STREET JERSEY CITY 6, N. J.

the Pen is mightier than the Sword

The Display Card illustrated above, using one of the war's most famous news photos, dramatizes the power of the pen! It is the perfect way for you to support the coming Victory Bond Drive—Oct. 29 to Nov. 30. Attractively printed in two colors, it is just the right size (15" x 11⅝") to place in your window. If you have ever bought direct from Zephyr American Corporation you will automatically receive one in the mail. If you have never bought *directly* from us, mail the coupon below immediately, and we will gladly send you a card without obligating you in any way.

ZEPHYR AMERICAN CORPORATION
2 West 46th Street **New York 19, N. Y.**

Makers of

AUTODEX
AND
SWIVODEX

Zephyr American Corp., 2 West 46th St., N.Y. 19
Without obligating me in any way, please send the 2-color Victory Bond card "The Pen is Mightier Than The Sword" for use in my window.

Name.....

per.....

Address.....

City.....State.....

This engineering triumph—another FIRST by Remington Rand—is a secretary's dream for operating comfort...and an executive's ideal for top typing efficiency and economy. For *THE NEW REMINGTON* —always swift, smooth, and sensitive—is now almost totally quiet. Its new Type Bar Silencer softens the stinging slap of type against paper...its carriage travel has been hushed to a whisper...its entire mechanism is muted. Remington Rand research scientists, long-time leaders in typewriter development, and with experience enriched by precision manufacture for war, have engineered QUIET right into the machine! This latest Remington Rand FIRST is one more in the long series responsible for a famous fact: *"More Remingtons have been bought than any other make."* See about the new quiet REMINGTON. Call your nearby Remington Rand office or representative today.

A New Personal Touch ...and Quiet too!

Ideal for Reports, Briefs, Manuals, etc., because they're made of Wear-Resistant Heavyweight Leatherette—Letter Size (8½x11") —Feature Practical Built-In Amtang Prong Fasteners—Blue, Red, Grey, Black, Green, India — $9.00 per 100; $75.00 per 1,000.
Also, Tophide—A Heavy Impregnated Pyroxylin Coated Simulated Leather Stock—Black, Blue, Brown, Red, Green—35c each.
Packed 25 Each Color to the Box.
amtang
REG. U.S. PAT. OFF.
BRIEF COVERS
EVERY MODERN FILING NEED listed in new 1945 catalog. Ask for your copy.
Amberg
AMBERG FILE & INDEX COMPANY
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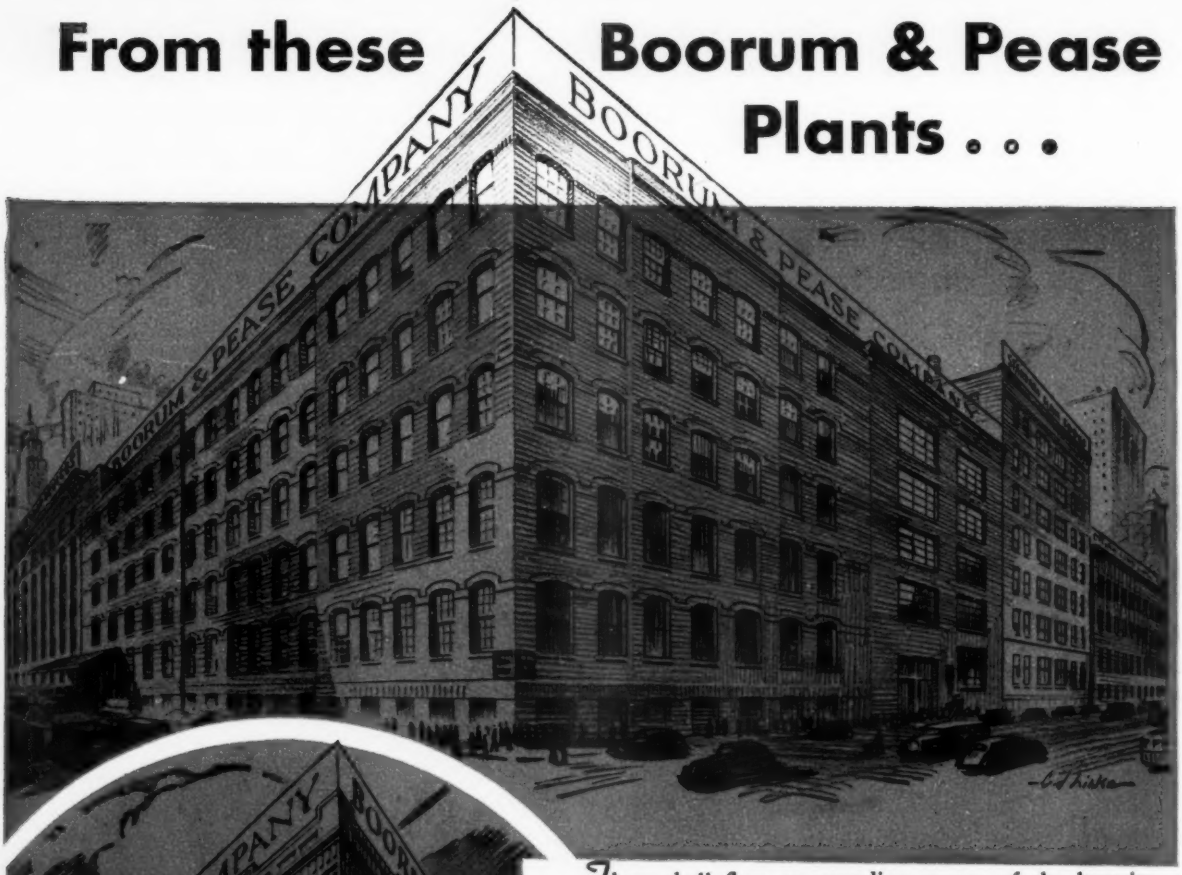
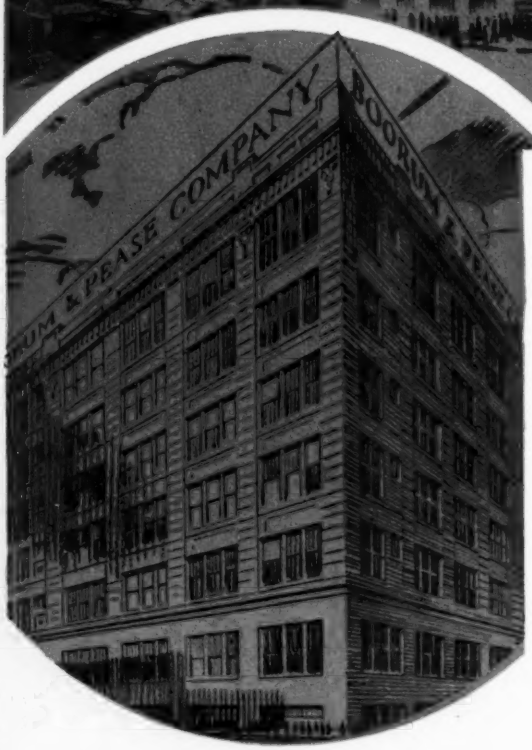
From these Boorum & Pease Plants . . .





There shall flow an unending stream of the best in record-keeping needs. As in the past, they shall flow, exclusively through the STATIONERS OF AMERICA. We of the Boorum & Pease organization are justly proud of our record of war-time deliveries. With the lifting of war-time restrictions, we shall strive to get back to normal as soon as possible.

Our post-war plans include new products—big time-savers for you. Watch for them, for they will be specifically created for the needs of your business. Look to your Boorum & Pease Stationer to not only fulfill your requirements, but to keep you many steps ahead of the fast pace of a Changing Business World.

Standard B&P Boorum & Pease product

Manufacturers of Loose Leaf Covers and Forms, Visible Equipment—Bound Books

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NEW YORK CITY SALESROOM: 349 BROADWAY, NEW YORK 13.

FOR EVERY RECORD—A WAY TO KEEP IT

Founded as
OFFICE EQUIPMENT
DIGEST

OFFICE MANAGEMENT *and Equipment*

Featuring OFFICE PURCHASING, EQUIPMENT, METHODS AND PERSONNEL

OCTOBER, 1945

Volume 6 No. 10

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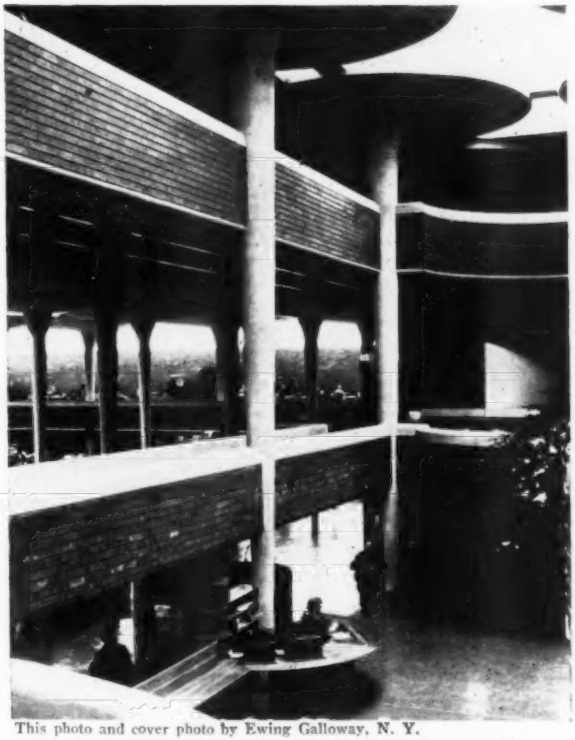


This photo and cover photo by Ewing Galloway, N. Y.
In office building of S. C. Johnson & Sons, Racine, Wis., designed by Frank Lloyd Wright.

For Tomorrow's Office

★ MOST readers of this magazine are undoubtedly aware that its scope has been much widened since it first made its appearance as OFFICE EQUIPMENT DIGEST in 1940.

Quite early it became clear to the editors that their original primary objective of providing the office with full information on significant developments in the field of equipment and supplies involved also consideration of the office as a whole, in all its aspects. The tools of office work are important, but they are important only in their relation to the job they do and the people who do that job. Feature articles and news stories began inevitably to reflect this relationship.

With the ending of the war and with steady improvement in the paper situation, it becomes possible with this issue to take a step long contemplated and to begin an expansion of contents to cover every phase of office progress. At the same time, the name of the magazine has been changed to one more clearly indicating the new editorial policy.

We present OFFICE MANAGEMENT AND EQUIPMENT.

An Office of Distinction . . .
For A Man of Distinction

How many people were in and out of your office today? The design of your office is important to your daily business procedure. For the past few years, we have been unable to supply the labor and material necessary for the decoration of your office. Today, we are prepared to aid you in the development of a distinctive office design. We have, for many years, designed private offices, libraries, laboratories, and other special features for schools, offices, and public buildings.

We manufacture special equipment and cabinet work from architects' drawings and specifications, or we will gladly submit drawings prepared by our designers. We will accept projects anywhere in the United States. WRITE US TODAY!

New England Woodworking Co.

512 East 137th Street New York 54, New York

Office Management Looks Ahead

By Cheney Archer

Photos by Ewing Galloway

They keep the wheels of all business turning—America's office workers!

★ OF ALL the well-publicized bouquets handed out for miracles of production accomplished during the war, rarely does so much as a single petal or leaf flutter towards the office which in every case has had a vital part in attainment of the success so honored.

It is the factory which always gets the credit—for the skill with which it is managed and staffed, for its success in operating its machines and manipulating its materials, for its efficient coordination of effort in keeping up a maximum product flow.

Factory management is what is usually meant when we pat ourselves on the back for our leadership in productive activity. We know the world envies us our Fords and Kaisers but we do not stop to reflect that office management has been as necessary as good factory management to the winning of our industrial leadership.

Our offices, of course, guide and control many kinds of activity in addition to factory production but in none of them does the office really get the credit it deserves.

A challenge

This situation, indicative of the widespread belief that office efficiency is much below the level of factory efficiency, is a challenge to office management for the years which are immediately ahead of us—these first postwar years which may irrevocably set the pattern for the next ten or twenty years.

Nothing is to be gained by refusing to admit that the office has tended to lag behind the factory in adapting itself to changing times and new developments. The office has lagged behind, because the office has been slower in realizing the need for constant questioning of methods, for research and experimentation, for flexibility in putting lessons learned into use.

These are essentials which the associations operating in the office field have long emphasized, and the leadership furnished by the National Office Management Association and the American Management Association in this direction has been notably productive of results in the attainment of a really scientific approach to the problems of the office. The work of these organizations and of the Life Office Management Association, the National Association of Purchasing Agents, the Controllers Institute, and other associations interested in the office will be invaluable in the crucial years ahead, when office management will at last come into its own!

In the clear at last

For the office is just emerging into the clear again from a period of stress and strain, of restrictions on manpower and material, of high-pressure work done under all sorts of handicaps—a period the like of which it had never to endure before and which, one prays, it will never be called on to endure again. We have come at last to a time when we can plan again for the future in-

stead of being held tightly to solving the transient problems of an emergency.

Integration

The right approach to efficient functioning in the postwar era must include the concept of office management as a binding together of every activity having to do with office operation. The tasks of procurement, layout and equipment, maintenance, methods and procedures, and personnel are so inter-related that no one of them can properly be considered apart from the others. The executives whose responsibility it is to direct these various divisions must work even more closely together than in the past, in the preparation and carrying through of a well-integrated program.

First on the agenda for most offices is the bringing up-to-date of their physical properties. The wear and tear of nearly four years must be taken up and long postponed improvements of various kinds arranged for.

Months before the end of the war, correspondents of this magazine reported office executives busy collecting information to guide their organizations in plans for new buildings to be constructed when government restrictions were removed. Specially designed office structures for the exclusive occupancy of one firm are undoubtedly going to be much more numerous than they have been. In these and in the many additions which will be made to existing offices we may expect to see incorporated many features of construction and equipment which first appeared in the war-born offices of companies handling big government contracts and in some of the newer government offices.

It is certain that the expanding use of machines in the office will be speeded up in coming years and this gives added urgency to the matter of personnel training.

More and more is office management going to find itself confronted with the task of providing the right person for the specialized job. A real training program will inevitably be a necessity in any office of size.

The human side

In the competition which is sure to exist among offices to get and to hold well-qualified employees, we are going to have impressed upon us the great importance of making people's jobs pleasing to them as well as financially satisfactory. The trend in progressive offices to watch over the health and happiness of personnel is undoubtedly going to be intensified. The environment in which the job is done is a part of the job itself and is directly related to the efficiency with which the job is done—and is just one more responsibility of office management to be checked upon as the office adjusts itself to the future.

Toward the resolving of all these problems of the office, OFFICE MANAGEMENT AND EQUIPMENT pledges its closest cooperation.

In post-war years, more and more office jobs will call for specialized training. Making an exact reproduction of both sides of a long-distance telephone call at Boeing Aircraft Co.

From British Combine

The British office tends to be a more homey place than the American office, but Britishers are convinced it does its job just as well. Entrance hall at Chase National Bank's Berkeley Square branch office in London.

Britain Talks Back on Methods

★ "Modern office efficiency had its origin in the United States. Nowhere else has the provision of everything necessary to office efficiency and economy been better developed. Nowhere else are there offices better, more cheaply, more efficiently run. There, also, originated the over-elaboration of method, of system and of paper work which has spread all over the world until today it constitutes one of the major handicaps to industrial progress. Even the United States is not free of bureaucracy and its threatened spread."

So says Lewis C. Ord, internationally known consulting engineer, in his book, Secrets of Industry,* currently arousing a great deal of discussion in Great Britain on the advantages and disadvantages of American industrial methods.

Mr. Ord's book, which has gone into a third printing in Britain, was written to spur British industrialists to critical analysis and clear-headed planning, as preparation for restoring British industry to a favorable competitive position.

Mr. Ord, in industrial consultant work in Great Britain for more than fifteen years, has also worked in Canada, Australia, and the United States. His comments on American office methods are those of a man who has great admiration for American industrial methods — who feels that without proper study and application of them Britain cannot win back the leadership she once had—but whose admiration does not include unreservedly the paper-work which plays so important a part in American industrial control.

Says Mr. Ord:

"Figures are necessary. What is wanted is the fewest that will serve. What that fair minimum is cannot be deduced from anyone's theory, but from what has actually been accomplished in

(*Turn to page* 78)

* Published in London by George Allen & Unwin, Ltd.; in New York by Emerson Books, Inc.

© Bachrach
CARL HOVGARD, President, Research Institute of America

Orienting Newcomers at Research Institute

By Thomas Hervey

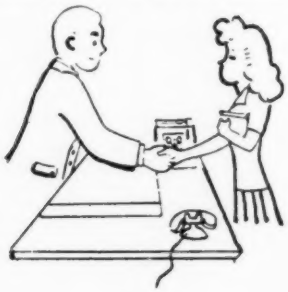
★ TEN years ago, Carl Hovgard, son of a midwestern minister, decided to do something about helping American business men to cope with the rising tide of government rules and regulations affecting all business.

He set up an organization for research, analysis, and recommendation applied to government and economic developments and began to furnish a specialized informational service keyed closely to business needs.

When the new organization was still very young, Leo Cherne, a young New York lawyer, joined it. Around them Mr. Hovgard and Mr. Cherne recruited a number of assistants as enthusiastic as they were at the opportunity for providing some all-'round practical help to business men bothered and confused by the multitude of restrictions of one sort or another involving business.

The new service seemed to be something the business world was waiting for. From small beginnings in one office room with a few staff members, Research Institute of America has in the brief space of ten years grown into an organization having more than 30,000 participating members, with more than 700 persons to take care of their needs, housed in offices occupying several entire floors in four New York buildings—292 Madison Ave. (Research Institute Building), 16 East 40th St., 18 East 41st St., and 50 East 42nd St.

Newcomer meets the others. (Sketches reproduced with this article are all from the RIA manual)



Inasmuch as the Institute has grown and prospered largely through its skill in exposition—in explaining many things to many people—it might be expected to do a fine job in explaining itself and its activities to its own employees. It has done just that, for the Institute manual given to each newcomer in its offices is a noteworthy example of skill in telling the story of an organization and its products and its conditions of employment.

Always a sympathetic ear

The manual is a printed booklet, spiral bound, of 32 pages and cover, written in friendly, entertaining fashion and enlivened with many illustrations.

Through a circular cut-out on the cover, the new employee sees a picture of the Research Institute Building doorway, carried at the top of the first page over the heading

"Come on In!"

and this salutation:

We think you'll like it. For years here at the Institute we have been trying to make it the kind of place you'd

like, a place where working will be a new experience in living.

You'll find a warm welcome from everybody around here. That's because the Institute is a comfortable-sized organization where every staff member can be known and his activities recognized.

Maybe you're the type of person who's shy at first. There's no reason to be. Probably there'll be a little formal introducing, but don't expect too much of it. Instead, just tell people who you are—"I'm Jim Black," or "I'm Susie Brown"—and from then on, you're Jim or Susie, up and down the line. You've probably noticed—or will notice soon—that the Institute is a young organization (our average age is 27) which is going places in a hurry. The other people here joined the staff exactly as you did. They went through the same careful testing, and, like you, were chosen because of a demonstrated ability to go and grow with an organization like the Institute. We don't want to kid you, though. It won't all be easy going or painless growing. There will be plenty of hard work—often some dull work. But you're with us now because the people who met you came to the conclusion that you would enjoy pulling a share of the unique load that the Institute carries.

So, honestly, we're really pleased to meet you.

Now to get to know us. There's a lot to understand about the Institute and we suggest you start off by seeing the men who make Institute policy.

We warn you there are no graybeards present, for the youth of the Institute stems from the top. . . .

This is followed by a double-page spread of pictures and brief descriptive captions introducing the new employee to the top executives of the Institute—Carl Hovgard, president; Leo Cherne, executive secretary and editor-in-chief; Joseph D.

TABLE OF CONTENTS

COME ON IN . . . 1
SYMBOL OF AN IDEA . . . 7
HOW IT HAPPENED . . . 8
WHAT WE PRODUCE . . . 9
BASIC INSTITUTE MEMBERSHIP . . . 10
EXECUTIVE MEMBERSHIP PROGRAM . . . 12
THE COORDINATORS . . . 14
DISTRIBUTING THE PRODUCT . . . 16
RIA'S AID TO GOVERNMENT . . . 17
DIVISION OF SPECIAL SERVICES . . . 17
YOUR PROGRESS IN THE INSTITUTE . . . 18
- Rules and the Rule of Reason . . . 18
- Transfers . . . 19
- Job Review . . . 19
- Promotions . . . 19
- Personnel Assistance . . . 20

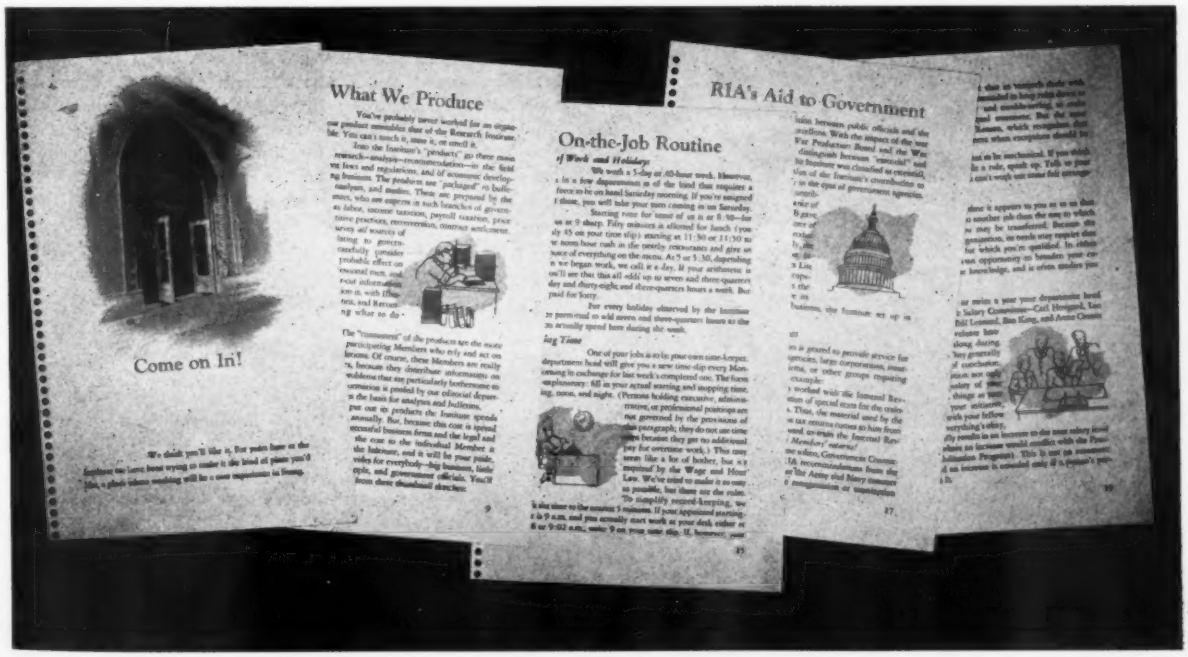
YOUR VERY GOOD HEALTH . . . 20
- Medical Adviser . . . 20
- Annual Physical Examination . . . 21
- Membership in Associated Hospital Service . . . 21
- Membership in Group Health Cooperative . . . 22
- Accident Insurance . . . 23
- RIA Retirement Income Plan . . . 24

ON-THE-JOB ROUTINE . . . 25
- Hours of Work . . . 25
- Holidays . . . 25
- Keeping Time . . . 25
- Absence . . . 26
- Sick Leave . . . 26
- An Afternoon Pick-Up . . . 27
- Telephone Calls . . . 27
- Change of Address . . . 28
- Closing Time Chores . . . 28

YOUR PAY . . . 28
- Your Old Age Pension Tax . . . 29
- Withholding Tax . . . 29
- United States Savings Bonds . . . 29
- Overtime . . . 30
- Dinner Money . . . 30

VACATIONS . . . 30
ABOUT-THE-SHOP-ITEMS OF INTEREST . . . 31
- Sponsors . . . 31
- Weekly News Sheet . . . 31
- *Men at Work* . . . 31
- Bulletin Boards . . . 32
- Rest Room . . . 32
- Recreation Rooms . . . 32
- Extra Curricular Activities . . . 32
- Suggestions . . . 32

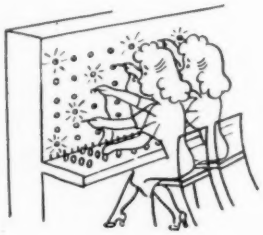
RIGHT: Table of contents of RIA manual gives idea of wide range of essentials covered. BELOW: Some sample pages from the manual. Size is 5½ by 8½ inches. Printing is in two colors.



Ardleigh, vice-president; Leon Henderson, chairman, board of editors; and William B. Leonard, treasurer.

After a detailed table of contents (reproduced with this article) the next eleven pages of the booklet are given over to a well-written account of the history and background of the Institute, the nature of the services it renders, and how they are distributed.

Having thus provided the new staff member with a comprehensive idea of the organization and its purpose, the booklet gets right down to the



"Can I make personal calls?"

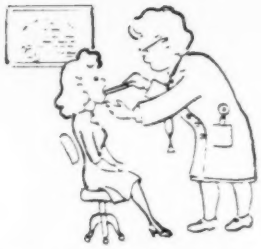
job of explaining to the new employee just what are the rights, privileges, and obligations of Institute employees.

Well worth quoting as an example of the frank, clear-cut, and eminently readable way in which this major portion of the booklet is done is the introductory section, which bears the heading "Your Progress at RIA":

Your chances for "getting ahead" at the Institute are unusually good. Because the Institute believes that good people are the key to successful performance, you were se-

Individually-kept time records

lected with care. The organization, as we have pointed out before, is of a comfortable size, so that every individual's capacity and effort can be noticed. You aren't likely to be lost in the crowd. The Institute has a definite policy of promoting from within the organization. And it is just as much interested in seeing women get ahead as men. This is true in every department and in every type of work—editorial, production, field, or business office. Naturally, progress doesn't come automatically but depends directly on the individual. Since unusual care is exercised in selecting members of the staff, competition for greater responsibilities will always be keen. *Your* ability, *your* effort, *your* attitude,



Annual physical examination

your experience, *your* education, *your* personality are the factors which determine *your* progress in the Institute.

Rules—and the Rule of Reason

In your day-to-day work, you will find that there are some rules that have to be followed. The Institute doesn't like rules, despite the fact that its research deals with regulations. Every effort has been extended to keep rules down to a minimum, to make them time and trouble-saving, to make them instruments of fair-and-equal treatment. But the most important rule is the Rule of Reason, which recognizes that there are exceptional circumstances when exceptions should be made.

We don't want to be mechanical. If you think special facts justify setting aside a rule, speak up. Talk to your department head and see if you can't work out some fair arrangements.

Transfers

If after a time it appears to you or to us that you would be better suited to another job than the one to which you were first assigned, you may be transferred. Because the Institute is an expanding organization, its needs may require that you move to another job for which you're qualified. In either event, a transfer provides an opportunity to broaden your experience and increase your knowledge, and it often readies you for eventual promotion.

Job Review

Once or twice a year your department head and the several members of the Salary Committee—Carl Hovgard, Leo Cherne, Joe Ardleigh, Bill Leonard, and Anne Cronin—take time out to evaluate how you've been getting along during the months just past. They generally come to some sort of conclusion, taking into consideration not only the quantity and quality of your work, but also such things as your attendance record, your initiative, and your relations with your fellow staff members. If everything's okay, their decision usually results in an increase to the next

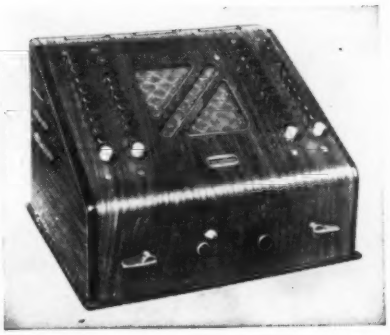
(*Turn to page* 74)

What to do when the baby comes

New Things in the News

ABOVE:

ORGAN? NO, IT'S A PHOTOCOPY MACHINE. A 42-inch continuous printer for making photocopies by the hundreds is now made by American Photocopy Equipment Co., 2849 N. Clark St., Chicago. It makes actual size copies of anything written, printed, drawn or photographed. No darkroom is required. This model will make photographic tracings from large blueprints up to 42 inches, and of any length. Operation is simple, and requires no technical training. All controls are at the operator's fingertips. There is a large storage cabinet for photocopy supplies. Each part is machined to function over a long period of service.



ABOVE:

TWO-WAY INTERCOMMUNICATION SYSTEM. Permits master to master, or master to remote operation with any number of stations up to forty. A push button station selection is provided, and a master key allows blanket calls to all stations. Walnut cabinet, desk console type, with pilot light, power switch, amplifier, and loudspeaker-microphone. Remote stations are available in types suitable for office, factory or outdoor installation. All stations can originate calls. A product of the David Bogen Co., 663 Broadway, New York.

RIGHT:

HERRING-HALL-MARVIN SAFE CO., Hamilton, Ohio, provided the safe shown in this photograph, as it did thousands used by the Navy. Providing safes for the Navy was a job which necessitated a volume of production unheard of in the safe industry, and new and faster methods of installation. In this photo, Coast Guardsman Dave Betz, yeoman 1/c, of Hutchinson, Kan., serving at an advanced base in the Pacific, is shown removing confidential papers from the safe. Mr. Betz was formerly employed as assistant manager of the G. R. Kinney Co. in Hutchinson.

LEFT:

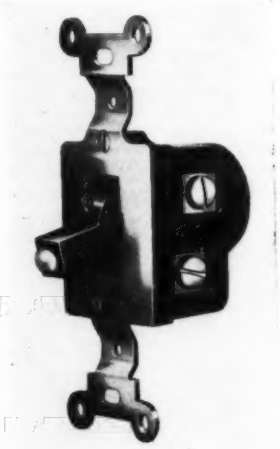
TABLE FOR TYPEWRITER and adding machine, developed by Maso Steel Products, 418 South Clinton St., Chicago. Adjustable steel channels enable it to fit all typewriters and adding machines. The table will not creep or vibrate. The top is made of solid hardwood, ¾ inch birch, and has two sliding shelves which are part of the table top. It is constructed with one-inch tube steel legs. Height, 27 inches; top measures 17 x 22 inches closed; 17 x 33 inches open.

ABOVE:

WELLS STAPLES RETURN. Wells staples made by the Wells Office Furniture Co., which have for the past eighteen months been going to the armed forces, are again offered to users, as the second in the company's line of postwar items. Precision made, tempered wire. Information from the company at 725 South La Salle St., Chicago.

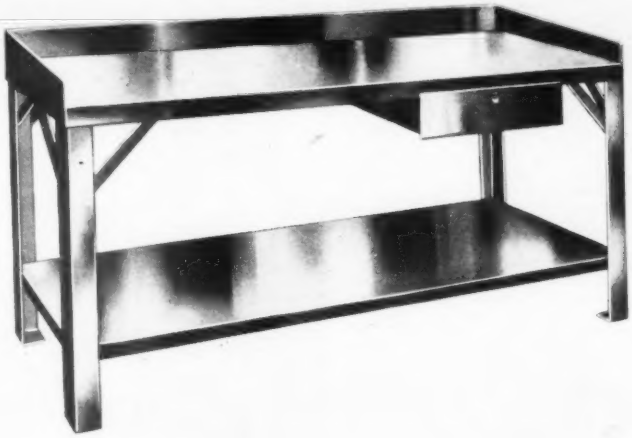
RIGHT:

DELAYED ACTION SWITCH. By a unique toggle-lever arrangement, this new switch, called Tymzit offers both delayed-action and instantaneous "off," plus a time selector for the delayed-action which can be set at any interval from zero to three minutes. A phosphorescent tip makes the switch easy to find in the dark. Employs an entirely new and highly simplified action principle for toggle switches or other electrical controls of its kind. Tymzit fits any standard wall box, including the shallow Gem B or handy types. Offered in single and double pole assemblies, and will be rated at 10 amperes at 125 volts and 5 amperes at 250 volts. Prices range from $1.50. From the T. J. Mudon Co., 1240 Merchandise Mart, Chicago.



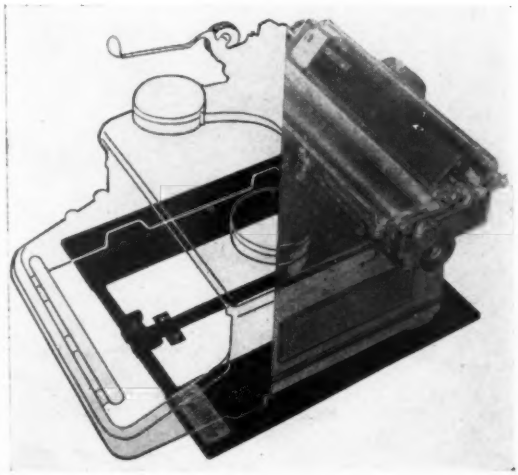
LEFT:

LIGHT ON THE SUBJECT from fluorescent Luminaire. This new glass-shielded fluorescent fixture is efficient and good looking. It is made for four 40-W. tubes and is equipped with approved auxiliary equipment. Its high efficiency with low intrinsic brightness is achieved by panels of ribbed, ceramic coated glass having 80 per cent transmission factor and superior diffusing qualities. The panels may be removed easily for cleaning. The unit features a simplified mounting plate, making installation for stem or flush-to-ceiling mounting easy and quick. Also may be used effectively when unshielded. Made by the Spero Electric Corp., 18222 Lanken Ave., Cleveland, Ohio.



ABOVE:

STEEL WORK BENCH for your back room where those repairs are made. Without its back and side railings it can be used as a packing bench. All four flanges of this Equipto 12-gauge steel work bench are formed into a boxed edge for utmost rigidity. A second 12-gauge steel plate may be tack welded onto top for vise reinforcement. The bench can be fastened to the floor if desired. Can be furnished as a plain work bench with 12-gauge steel top and with bottom tray, back and side railings, drawers with padlock attachment, and an adjustable 3-compartment tray for drawer. Available in 42-inch and six-foot lengths, 34 inches high and 28 inches deep. Prompt delivery. Made by Equipto, division of Aurora Equipment Co., Aurora, Ill.

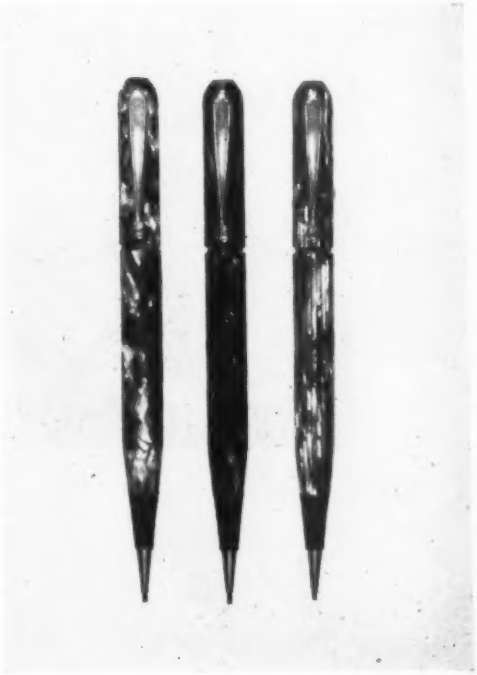


ABOVE:

SILENT SENTRY TYPEWRITER BASE shown here permits a typewriter to be fastened securely to any desk, yet it can be removed quickly and simply by lifting the machine off the desk, say its makers. A special cut-out center permits repairs without first unscrewing the machine from its position. Heavy hair-felt pads under the base at the point where the typewriter's feet rest help silence the typewriter. The typewriter may be pulled toward the operator or pushed away from her for greater typing convenience or may be padlocked in place. This base which accommodates any standard typewriter is made by Business Machine Products, Inc., 96 Liberty St., New York.

BELOW:

WRITE AWAY. Mechanical pencils in assorted colors are available for immediate delivery. They use standard leads and erasers. Retail OPA ceiling price, 95 cents each. From Direct Representatives, Inc., 230 Fifth Ave., New York.

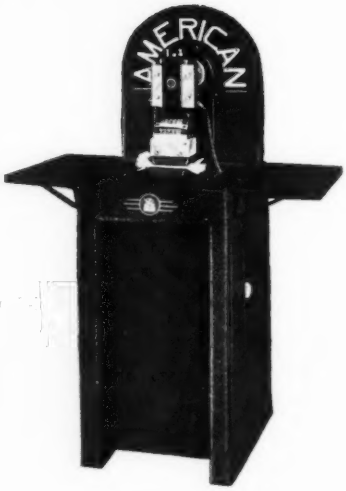


BELOW:

WABASH CARD DISPENSER. This handy card dispenser containing 500 cards can fit into the top drawer of a desk, thus eliminating constant trips to the stationery stockroom. The strong quality rag content cards can serve as permanent or semi-permanent records, and are available plain or ruled. Size of dispenser, 3 x 5, 4 x 6, and 5 x 8 inches. From the Wabash Filing Supplies, Inc., Wabash, Ind.

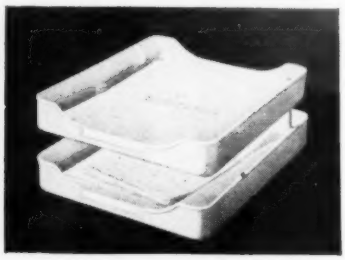
LEFT:

STEEL STOOL. One of eighty models made by the Lyon Metal Products, Inc., Aurora, Ill., designed to meet posture needs and thus reduce fatigue. The 26-inch stool is equipped with an adjustable back. It is all-welded, and has non-breakable construction. Its 14-inch wide seat with rounded corners is made of pressed wood applied over steel. A strong channel brace located at a uniform distance below the seat from all heights provides a comfortable foot rest. The stool has steel glide type feet. Priced at $3.05, F.O.B., Irvington, N. J.



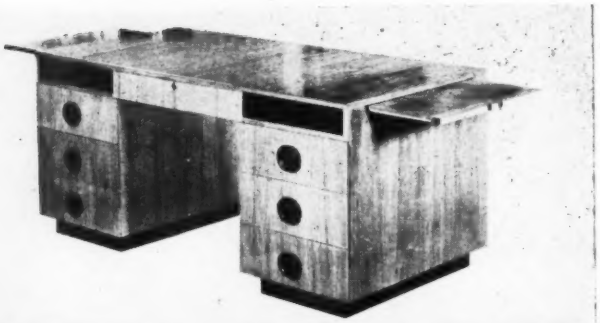
BELOW:

ATTRACTIVE PLASTIC LETTER TRAY. A new construction design employing only two slender side pins to support the upper basket of the tray makes this a truly distinctive unit. There are no obstructing posts on each corner, no sharp edges, and no corners on the inside or the outside. The upper tray can be swung aside to get at the lower tray more conveniently. Each tray has a convenient slot for a file tab. This new tray is strong, durable, and light, and is available in colors to harmonize with office furnishings. Made by the processors of the San-Duro line, Eclipse Moulded Products Co., 5151 N. 32nd St., Milwaukee, Wis.



ABOVE:

900 CHECKS A MINUTE can be canceled with this new electric perforator available from the American Perforator Co., 617 West Jackson Blvd., Chicago. The machine, finished in black wrinkle enamel, features an automatic clutch tripping mechanism for maximum production (foot pedal trip available if preferred); American Bronze Block in main bearing for durability; floating mounted motor to eliminate vibration; head insulated from cabinet base by rubber mountings; capacitor type motor to prevent excess load on circuit; two complete die blocks included; full 7/8 inch stroke for maximum shear; and an endless V-belt drive. Height, 58 1/2 inches; height to table 36 inches; width of table with both leaves up is 40 1/4 inches, both down, 23 1/2 inches; floor space, 23 x 19 3/4 inches.



LEFT:

OFFICE FURNITURE for the modern office. The Albert Manlon Co., 1742 K St., N. W., Washington, D. C. is presenting a new line of office furniture and equipment, designed for the company by Staples-Smith, decorative designers, 222 East 46th St., New York. This modern line is functional and makes use of fine woods and leathers. The picture here shows a desk from the line and a view of the Manlon showroom. Purchasers of Staples-Smith furniture may call upon Cecilia Staples for consultation on office decoration.

By

Grace Buckley

★ Internationally known in the field of industrial design for his rich background of accomplishment, Walter Dorwin Teague has served a wide range of clients including such organizations as Ford Motor, Sinclair Oil, Eastman Kodak, Goodyear, A. B. Dick Co., National Cash Register, Westinghouse, Texas Co., Willys-Overland, and the New York, New Haven & Hartford Railroad. Mr. Teague is the author of "Design This Day."

Walter Dorwin Teague

Courtesy U. S. Gypsum Co.

In Mr. Teague's office

Walter Dorwin Teague Surveys the Office

★ HOW does an industrial designer, expert in creating surroundings that make accomplishment efficient and pleasant, express his ideas in the planning of his own busy offices?

This seemed so interesting a question that OFFICE MANAGEMENT AND EQUIPMENT sought an answer from Walter Dorwin Teague, noted industrial designer. Through his courtesy the writer had the privilege of seeing the Teague organization's own attractive modern suite on the twenty-ninth floor of the skyscraper at 444 Madison Avenue, New York, where a corps of experts work out advanced ideas for Manhattan's top-ranking offices.

Cheerful atmosphere pervades these offices, with generous window space and a bird's eye view of the city's roof tops and the busy East River. Modern design and light wall tones—creams and yellows—play a part in creating this happy mood. With the growing appreciation of the value of color in offices for psychological effect, these light shades that blend so well with modern schemes are replacing darker pre-war tones.

As the visitor steps from the elevators to the adjoining reception area, skillful decorative treatment makes him at once aware of the personality of this modern organization. The streamlined black floor with a wide scarlet band running lengthwise through the center affords a background in striking contrast to light, modern furnishings. A collection of fine, salon-mounted photographs of outstanding buildings, offices, and machines and other products designed by Walter Dorwin Teague, adds interest to the long cream wall extending to a typically modern circular space, where the receptionist's desk is located.

Working comfort and efficiency are emphasized in her modern desk of light wood, having one end, with a single metal support, designed as a table. On the right, an adjoining oblong movable

typewriter stand in matching wood leaves the desk top free for telephoning and other duties. A switchboard of blond wood built into the wall is conveniently placed at the left. Visitors' chairs in modern design, combining light wood and beige leather, blend with a small blond table.

In the firm's general office, modern black desks keyed to match streamlined typewriters and other business machines suggest the trend to relate office furnishings and equipment closely to color and styling for interesting atmosphere.

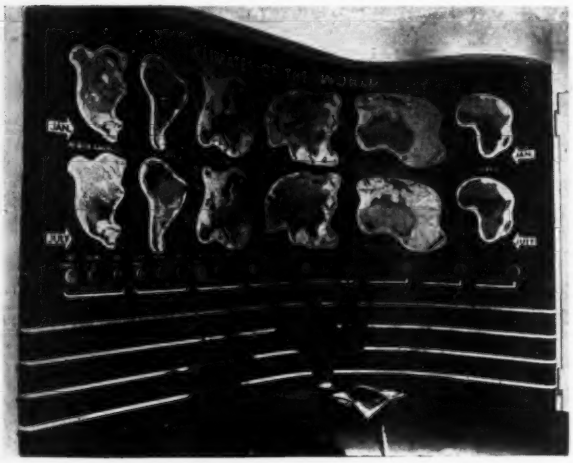
When color can be freely used again, it is likely that typewriters, duplicating machines, and similar equipment will frequently be matched to colorful chair coverings and draperies. This is one of the ways in which personality may be expected to find freer expression in the post-war office, the writer ascertained in talking with Leo H. Rich, associate of Walter Dorwin Teague.

This firm, by the way, is as widely known for expert designing of business machines as for its office planning. Included in equipment that it has modernized are A. B. Dick Mimeographs, National Cash Register, the Polaroid desk lamp, and the Wiz sales check register.

The Walter Dorwin Teague offices are laid out with careful regard for function. Large conference rooms, wasteful of space, are eliminated, and small offices are adapted to this purpose through special planning of facilities. The current necessity of economizing in the use of office space, resulting from the lack of new building, is making executives especially receptive to this sound tendency, emphasized in all the firm's planning.

An interesting illustration of special planning that successfully adapts smaller offices for discussion and conference is afforded by the functionally designed modern black desk in Mr. Rich's large light office. This long desk, pleasantly contrasted with cream walls, is constructed for a dual purpose, since it also serves as a table for discussions of small groups. On the executive's right is a bank of three drawers. Space beneath the center and left is entirely open, except for a wide aluminum band, as modern as the desk it trims. This is carried across the base and forms the single support for the left end of the desk.

(*Turn to page* 92)



LEFT: In reception lobby of Carrier International, New York, designed by Walter Dorwin Teague.

BELOW: Reception room at Walter Dorwin Teague offices.

Courtesy U. S. Gypsum Co.

To Smoke or Not to Smoke?

By Walter Lyden

★ "IF HE CAN smoke, why can't I?" is a question that is sure to come up with embarrassing frequency in the office which still has no definite policy on smoking or is following a policy laid down in the old days when smoking in the sacred precincts of the office was looked upon as the exclusive perogative of the top executives.

It is a question that can be particularly embarrassing in these times when women smoke just as much as men—and fail to see any logic in the application of sex distinctions to the matter of smoking.

In many offices the issue came to the front during the war years, when the up-grading of women employees to positions of executive or semi-executive character formerly held by men brought a great deal of feminine smoking out of the wash room or the rest room and right into the office itself.

Feminine angle

When some women begin to smoke, in an office where men only have preivously been permitted to smoke by rule or custom, it is natural for the other women employees to wonder why they too cannot smoke just as freely as the men do.

Because they began to smoke several centuries later than men, women are governed in their smoking by social and psychological pressures to which man is a stranger. Many a woman office worker would not dream of smoking at her desk, even if office rules permitted her to, any more than she would dream of strolling along the street with a cigarette between her lips. But even such a woman tends to resent an office policy permitting men to smoke but barring women of equivalent rank in the office hierarchy from doing so.

Many offices seek to get around the problem of smoking by restricting it to private offices. But none of these offices, it is safe to say, will claim that this policy is a popular one. In nearly every case, also, it is a policy weakened by the inevitable exceptions for the old-timers who have always smoked and always will smoke and who are too valuable to be rebuked.

Packard's policy

The Packard Motor Car Co., Detroit, Mich., used to be numbered among the organizations which followed the policy of allowing smoking only in private offices. Then it switched its policy so that anyone, man or woman, was permitted to smoke at any time anywhere in the office or factory except where a fire hazard existed.

(*Turn to page* 86)

A calm and spacious atmosphere is brought to this office by a proper use of green. The ceiling is finished in a deeper shade of Vista Green than the walls, with a trim of soft-blue green.

Color at Work in the Office

By Hayes Quinn
Color Engineer, Pittsburgh Plate Glass Co.

★ WHEN the scientific use of color was first introduced to industry, it did not create much interest. Hard-bitten production men schooled in the old-time tradition that color or paint had but one use—for protective covering—were not easily converted to the point of view that color could be used as a production tool. However, when the impact of defense, and later war production made it imperative to try every conceivable production aid, the principles of color dynamics were brought into play. The net result was that thousands of production and management officials found that correct color use was one of their best investments. It paid off in such tangible dividends as lower materials costs, and increased production as well as in the somewhat more intangible but well-nigh invaluable employee-employer relations asset.

The many benefits which color dynamics brought to war industry can be used with equal effectiveness in offices. In offices color can be used as a most effective and economical stimulant and morale builder. Color can do this because it reduces eye-fatigue, the major cause of physical tension and nervousness. Research has proven that tired eyes not only cause headaches but also affect approximately 60 per cent of the body. The

High-level lighting and light-colored desk tops help to make seeing conditions inside the office equivalent to nature's brightness outdoors. Light colors not only increase the efficiency of illumination but give highly desirable depth of field, producing an effect of spaciousness. Photograph illustrates application of Three-Dimensional Seeing idea originated by Arthur A. Brainerd of Philadelphia Electric Co., Philadelphia.

eye becomes tired because its action is dependent upon muscles, and like any other muscles in the body, if they are overworked they become tired and unresponsive. Eyes can be overworked by staring too long at two objects of similar shades and trying to distinguish between them. They become fatigued by viewing brilliant, reflective surfaces such as the sun's rays on snow or light on a white paint.

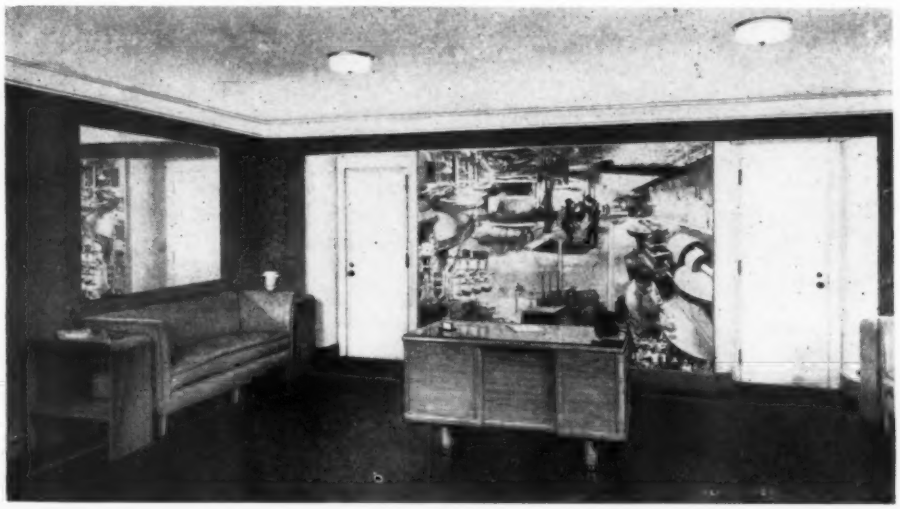
Color Has Inherent Power

To eliminate, insofar as possible, the overworking of eyes in man-made surroundings, the principles of color dynamics employ certain proven scientific facts in the prescriptions for color styling. The power and energy used in color dynamics is derived from the fact that light consists of many waves, each producing the effect of a different color. Light is electromagnetic energy, and visible light or color is but one octave of the 60 or 70 octaves of the electromagnetic spectrum. The power of the invisible rays—X-rays, ultra-violet, and infra-red rays—are well known and have been use for medical and therapeutical science. If these invisible rays of the electromagnetic spectrum have power, it is only logical to assume that the visible rays, or color, being a member of the same spectrum, also have the same power. Research and industrial applications have proven this assumption.

Color and Environment

The actual sensation of color is produced by the action of visible waves as they bounce from an object or surface at the rate of 186,000 miles per second. Each material or surface absorbs some and reflects others of the color waves striking it, with the latter phenomenon producing the color effect on the eye. In view of this fact, the terrific impact of color waves upon the eye, and thus the entire physical and nervous system, the question

(*Turn to page* 68)



The principles of color dynamics have been used in this reception room to accomplish several positive goals. The room is shut off from all natural illumination. This fact obviously calls for a light treatment of the ceiling and thus Suntone was used. This not only provides adequate reflecting power but adds a note of warmth, as this color closely simulates sunshine. The green on the walls serves to complement the Suntone and make the place seem cool and inviting. White was used on the doors to create a frame effect for the large photomural in the center.

This office has a northern exposure and to counteract the chill effect, pale tints of yellow or Suntone were prescribed for the ceiling. Since the office houses a large number of workers, the walls were treated in lighter shades of Eye Rest green. This color combination blends well with the natural finish of the wooden desks and eliminates several causes of visual distraction. A light shade of green was used on the structural beams to cause them to recede or integrate with the walls.

They Like the Idea . . .

★ I AM very much interested to note the change of name of your publication from the OFFICE EQUIPMENT DIGEST to OFFICE MANAGEMENT AND EQUIPMENT, and am particularly happy to learn that the scope of coverage is to be broadened to include all phases of office management. Certainly with the multiplicity and complexity of problems with which office executives are faced these days we cannot have too much information of a factual nature. Moreover, rapidly changing conditions related to the end of the war and the readjustment period have created new problems and new trends almost overnight. It is extremely important that the office executive have the means for keeping in touch with these developments and trends. The proposed plan for your publication should help to fill that need.

E. H. CONARROE,
Associate Manager,
Policyholders Service Bureau,
Metropolitan Life Insurance Co.;
President, National Office
Management Association.

★ CONGRATULATIONS on your adoption of a new name for your very interesting magazine. I have noticed for some time the very considerable broadening of the scope of the articles in OFFICE EQUIPMENT DIGEST and feel that the new name OFFICE MANAGEMENT AND EQUIPMENT is really what your publication has become.

There certainly should be sufficient material available from time to time dealing with office management and equipment to enable your publication to prove to be a valuable help to office managers as well as to men in the equipment field.

Best wishes for your continued success.

R. H. STUEBING,
Union Central Life Insurance Co.,
Cincinnati, Ohio; Chairman of the
Board, National Office Management Association.

★ I NOTE that OFFICE EQUIPMENT DIGEST will be broadened in scope and appear under a new name. This, of course, is a very timely thing to do in coinciding with the start of new programs in all lines of endeavor casting behind us the memory of the recent past and pointing to new heights.

I have a very high opinion of OFFICE EQUIPMENT DIGEST and have obtained a great deal of help from its pages. It would not have occurred to me that this valuable magazine needed broadening. I am looking forward to seeing it in its new form and under its new name. I am sure it will be a great magazine and a standard for office management.

I take pleasure in extending the very cordial good wishes of the National Office Management Association for a very successful career of prosperity and continued usefulness.

May I also express on behalf of the Champion Paper & Fibre Co. the highest regards and good wishes?

H. NELSON MOREY, Champion
Paper & Fibre Co., Hamilton, Ohio;
Vice - Chairman Publicity - Publications Committee, National Office
Management Association.

★ I think OFFICE MANAGEMENT AND EQUIPMENT is a much better name for the magazine. Certainly the times are just about right for undertaking to do the kind of thing you are talking about.

ALVIN E. DODD,
President, American Management
Association

★ CONGRATULATIONS upon the good judgment you have used in changing the name of your publication and enlarging upon its scope. The reputation which your OFFICE EQUIPMENT DIGEST has earned is well known to many progressive office managers and I believe this will add prestige to the articles published in OFFICE MANAGEMENT AND EQUIPMENT. There will be many subjects new to office management that we will look forward to seeing in this publication.

O. J. McMUNN,
Duquesne Light Co., Pittsburgh, Pa.
Chairman, NOMA Research Committee

★ CERTAINLY any title that broadens the scope of the contents of your publication is a step in the right direction. Practically all major items of office equipment today involve problems of procedures, systems, and management. Discussions of the equipment are incomplete if they do not aid in solving related as well as immediate problems. Your move is a step in the right direction.

P. A. LAWRENCE,
Methods Research Division, Burroughs
Adding Machine Co., Detroit, Mich.

★ SCIENCE and mechanical inventions and developments are rapidly changing our methods of living and working. The men in the service won the war because of superior equipment, training and leadership. They will expect the same in civilian jobs. A well informed office manager will be in a better position to assume his responsibilities and keep pace with progress in other departments of business. OFFICE MANAGEMENT AND EQUIPMENT, reflecting as it does progress in all phases of office management, is a valuable source of information.

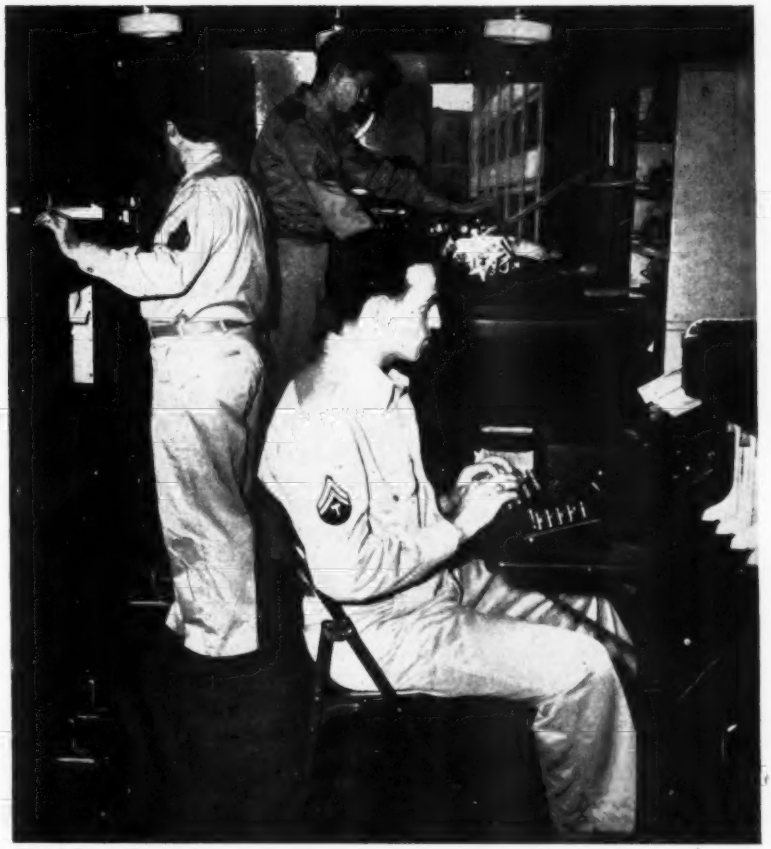
L. L. DUNCAN, Office Manager,
Shell Oil Co., Inc., Detroit, Mich.

★ YOUR decision to broaden the interest of your magazine is highly commendable. The new name is a good one, completely appropriate to the wider field. You will be rendering a most valuable service in taking the word of good office practice to more businesses and people.

In the anticipated business world of higher salaries and costs, economy and productivity are bound to play dominant roles. Ways and means of securing them will, therefore, be of utmost urgency. I hope you will devote a very substantial part of your experience summaries to the small office. Help in that quarter is needed. Your assistance will be received with eagerness and interest.

ROBERT P. BRECHT,
Wharton School of Finance and
Commerce, University of Pennsylvania, Philadelphia.

(Turn to page 56)



Signal Corps photograph

Tight quarters, but efficient! In a mobile Machine Records Unit, housed by the army in 10-ton vans for Pacific area service.

What War Has Taught About Office Layout

By Kenneth H. Ripnen

of Kenneth H. Ripnen Co., Inc., New York

★ ON the credit side of war is the fact that it served in many ways to jolt us out of our inertia and make us do some progressive thinking along certain lines. Certainly in our mobilization of men and materials to create a deadly war machine, the war revealed to us an undreamed of potential in production. If the productive capacity we exhibited through the war can be turned into the satisfaction of peace-time requirements, then a utopia on earth is not far off.

In the process of production for war and (we hope) in the continuance of that production in peace, office executives have had imposed upon them an added responsibility in the administration of greatly expanded organizations. The layout and equipment of the office has had first to expand in size to parallel expanded production and then had to accomplish the miraculous in continual reorganization.

Flexibility is the most important objective of progressive thinking and doing in the field of office layout and equipment. In many an organization, layouts had to be changed overnight, equipment procured, and, when inevitable shortages of supplies and equipment developed, provision made for the accommodation of second and even third shifts of office workers.

These emergencies called for quick decisions, the collection of additional information, the assumption or delegation of authority, and a change-over to new methods. The old principle of giving the office layout and equipment job to Joe

was completely out during the war, as "top side" moved in to handle this problem—until they discovered that they had too much else to do and turned this important task over to those especially fitted by training and experience to take care of it.

The open area

In providing for the office layout necessary to war production and direction, new offices were built and old ones modernized. The office layout most commonly selected was a large open area, affording the required flexibility, combined with private offices and specialty rooms. The old, rigidly fixed office layout, all broken up into departments by fixed partitions, proved an obstacle in taking care of the many and rapid changes required by conditions no one could have foreseen or planned for. The open area office layout was made thoroughly practical through the installation of over-all lighting of uniform intensity, year-'round air conditioning, and sound control.

For the partition-conscious

Old-school partition-conscious department heads and others with justified requirements for tailored-partition office areas were satisfied through the installation of movable screening, demarkation by rows of filing cabinets, or by removable partitions.

Many accessories previously found in relatively few offices, such as chutes, conveyors, tubes, escalators, ramps, bicycles, roller skates, call systems, and provisions for music were provided for in building plan and design. Other facilities came upon the office scene, such as restaurants, snack bars, libraries, banks, employee transportation, gasoline service, car pooling, and even employee housing.

A fine job

The manufacturers and distributors of office supplies and equipment did a fine job in taking care of high-priority heavy demand for their products.

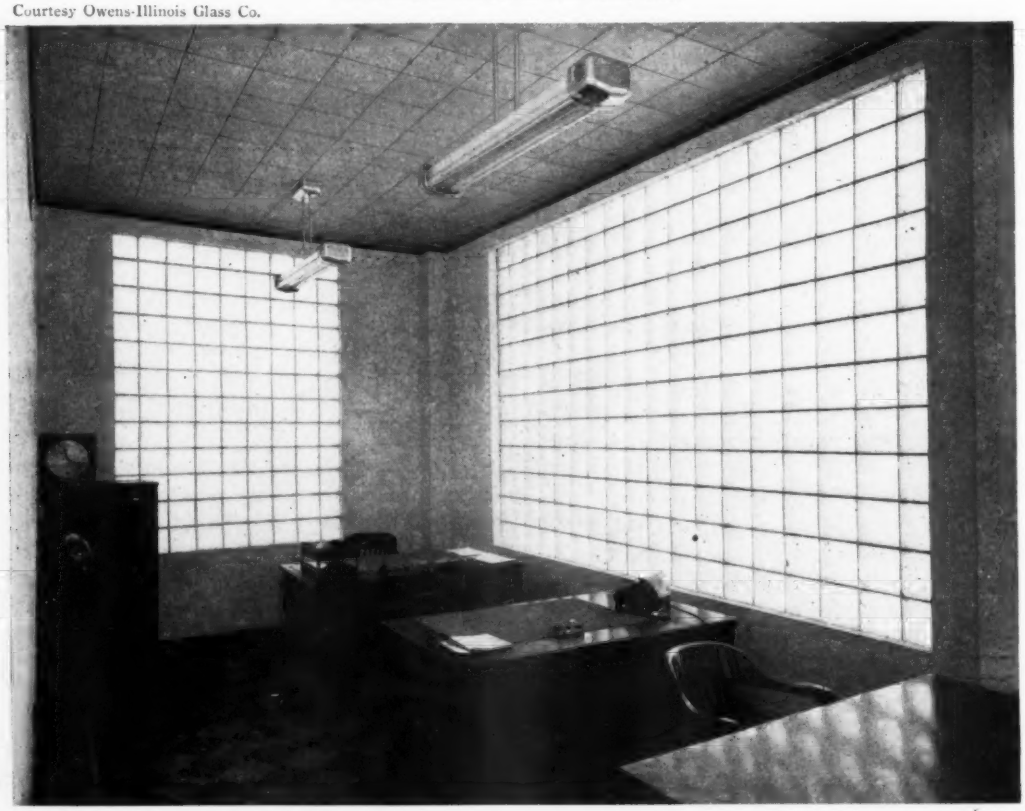
Tying in to function

In layout and equipment planning we saw greater consideration given to organization analysis, functional and personnel charts, work flow sheets, efficient procedures, and the recording of essential data—all in the interest of a better office job.

The full effect of what the office world learned under the dire stress of national emergency cannot fail to be of value in fitting the office today to its peace-time job, with greater efficiency and with more comfort and pleasure to those who do the job than has heretofore been thought possible.

Use of new building materials greatly widens potentialities of office design.
At offices of Standolind Co., Tulsa, Okla.

Courtesy Owens-Illinois Glass Co.



Only SKRIP has the patented "Air-Way" Flow Control Pour Out!

PERMANENT *Skrip*

OLD AGE INSURANCE FOR RECORDS!

Records which *must* be preserved are *best* preserved with Permanent SKRIP. SKRIP defies the elements—scorns the years—lasts as long as the paper it's written on! Countless unsolicited testimonials are *proof* that age, sun, sea-water—even scalding water—leave permanent SKRIP *brightly* legible. But permanency is only one of the reasons most offices and individuals use SKRIP. The hand-grip on the stockroom bottle reduces the dropping hazard—the exclusive Flow Control pour-out doesn't splash, squirt, or drip—anyone may quickly, cleanly, safely refill desk wells and bottles. Free-flowing, quick-drying, pen-preserving Permanent SKRIP in the Flow Control bottle fills every writing fluid need in every office!

W. A. Sheaffer Pen Company **Fort Madison, Iowa**

THE *ONLY* FLOW CONTROL BOTTLE

SHEAFFER'S

They Like the Idea

(*From page* 56)

★ IT IS essential to correlate the two factors of equipping and managing in order to effect the desired or justifiable results in office administration and a magazine, treating effectively on these two phases, should find favor with and be of great value to those concerned with office management.

FRED B. KELLER,
Auditor and Office Manager, Fred W. Albrecht Grocery Co., Akron, Ohio.

★ IT IS gratifying to learn of your proposed broadening in the scope of material covered by the magazine as I feel this will increase its value to your readers. I think we need more publications in the office management field for dissemination of good practices and methods of office management.

I shall be anxious to see your first issue in its expanded form.

E. J. LYNCH,
Manager, Office Methods and Planning, Sylvania Electric Products, Inc., Salem, Mass.

★ YOU are to be complimented on your decision to broaden the scope of your magazine. The subject matter is comprehensive and of particular interest to those of us in the field of office management.

It is particularly pleasing to note that you intend to include articles on personnel and methods. These subjects are of paramount importance to all office managers. Your contributions to the field will be welcomed.

Good luck and best wishes to your venture.

JOSEPH ERKER, Jr., Office Manager, Bird & Son, Inc., East Walpole, Mass.

★ THE change in title of your magazine from the name OFFICE EQUIPMENT DIGEST to OFFICE MANAGEMENT AND EQUIPMENT is very interesting.

Articles that keep office executives in touch with modern developments in office management as well as office equipment should be very well received, and I think the decision to enlarge the scope of your magazine, definitely associating it with the growing office management movement, is a step in the right direction.

J. C. HODGES,
Canadian National Railways, Montreal; Canadian Coordinator, National Office Management Association.

★ BELIEVE your proposed change will be of great interest to management.

C. C. WILLIAMS,
W. P. Fuller & Co., Los Angeles

★ IT seems to me that the change in name from OFFICE EQUIPMENT DIGEST to OFFICE MANAGEMENT AND EQUIPMENT expresses better the spirit of the times in the office. It does increase the scope of your publication without a doubt, because equipment, however significant in the expansion of the office, is only a part of the whole office story. Working conditions, which may include layout and equipment, methods, of which equipment is a tool, and employees who must utilize space, methods, and equipment, form a unity and it is difficult to separate them for any emphasis.

The war emergency has resulted in a greater recognition of the office as a service center to the organization and a magazine dealing with management techniques can serve its reader better by articles on the whole field. As a matter of fact, your articles in the past have tended to cover the field and the new name appears to be a more accurate title.

(*Turn to page* 62)

Time-Savers . . . send us one!

★ TIME-SAVING method of filling in duplicated form letters suggested by Miss Dorothy Amiss of 1007-A Porter St., Richmond, Va., secretary to Captain John G. Volz, public relations officer, netted her a cash award recently, formally presented by Brigadier General Don E. Scott, commanding general, Virginia District, Third Service Command.

Details of her suggestion are as follows: When a form letter is prepared for duplication the typist cutting the stencil, or the metal plate in the Multilith process, types a single dot at the extreme left of the space reserved for the first line of the fill-in. This dot of course appears on all duplicated copies before filling in begins, and serves as a guide to the typist as she inserts the form letter in her typewriter, thus saving the time which would otherwise be needed to gauge the fill-in space for each letter individually.

Typing in the first word of the fill-in obliterates the guide dot.

$5 FOR AN IDEA!

★ WHAT unusual idea has been developed in your office recently to increase efficiency in any phase of office work?

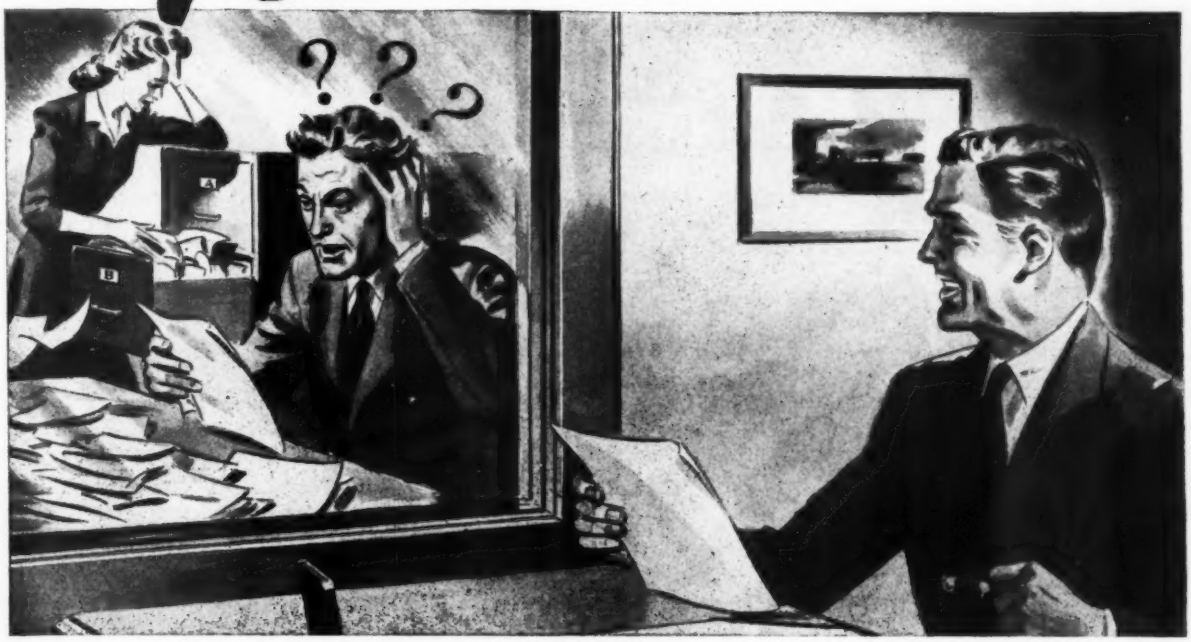
● What new short cut, what gadget, what time or money saver which has proven its worth anywhere in the office?

● Send us a clear description of this efficiency-increasing idea—we will pay $5.00 for every such idea found acceptable for publication in this magazine. Be as brief as possible. Your name and name of office will be printed with your idea if accepted.

● Send your suggestions to

Editorial Department
OFFICE MANAGEMENT AND EQUIPMENT
260 Fifth Avenue, New York

DOESN'T HE KNOW THERE'S A CURE FOR "FIND-I-TIS*"?



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Most amazing *Help* ever written for *Secretaries* and *File Clerks* in distress. It's entertaining, fun to read, and gives you the answer to dozens of puzzling problems that so often cause filing grief. You'll agree with the many office workers who say this little book is worth its weight in gold—yet it's *free* to you for the asking.

If you get that awful sinking feeling whenever you start looking for a filed paper, you can be sure that *your* file is a victim of "Find-i-tis"—and this booklet shows the cure. Even if your file doesn't suffer from "Find-i-tis"—better get a copy and be on the safe side. Ask for it at any G/W dealer's, or write today—on your company letterhead, please—to The Globe-Wernicke Co., Norwood, Cincinnati 12, Ohio. "Headquarters for Modern Office Engineering."

BUY MORE WAR BONDS

*Inability to find what you have filed.

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FILING EQUIPMENT AND SYSTEMS

Visible Record Systems
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A LINE TO BUILD ON

Over and above the claims and counter-claims for superiority in certain details, designs and finishes, stands the indisputable fact that Security has always produced steel equipment only—from this concentration on one line has come a thorough "know how" which is your assurance of the finest product available. We suggest that it is to your advantage to install Security equipment—for through the years you will quite certainly find that it is indeed A Line To Build On.

SECURITY STEEL EQUIPMENT CORPORATION · AVENEL, N. J.

Top Ranking Stapling Team

SPEED

is their middle name!

Each is a champ on its own . . . But for the greatest stapling performance you've ever known—put them to work as a team! When your office is equipped with the most satisfactory *staplers* made, be sure it has the advantage of the best *staples* obtainable—SWINGLINE Speed STAPLES sold only in the original Red, White and Blue box!

Swingline

SPEED STAPLES

Standard-size SWINGLINE Speed STAPLES are precision-made and 100% Round Wire instead of flat . . . This means easier penetration, neater stapling . . . Also means that they're free from the film of excess glue which forms on strips of flat staples and causes clogging . . . Uniform in every respect—and full count guaranteed!

SPEED STAPLERS

The famous SWINGLINE STAPLERS are easiest to operate, simplest to load . . . The only machines with staple mouth opening wide, free and clear . . . Guaranteed trouble-proof!

SPEED

SPEED PRODUCTS COMPANY, Long Island City 1, New York

"Buy from your dealer--"

To Sharpen—
NICK with strin
PULL the paper
*(U. S. Pat. No. 1,756,953)

For wartime words— with peacetime meaning

Consistent Blaisdell advertising through the wartime days was planned to make those words mean more business for our dealer friends when normal times are here again.

When, at times, they have been unable to supply items in the quantities you have wanted, we know you will understand it was due to demands of the war effort.

Your consideration for Blaisdell dealers has helped to speed the day when Blaisdell CHINA MARKING, "CELLOPHANE," METAL MARKING, LABORATORY and CHECKING PENCILS will be available in unlimited supply for every marking and checking purpose.

Blaisdell PAPER PENCILS

Blaisdell PENCIL COMPANY, EST. 1893—PHILADELPHIA 44, PA.

* Reg. U.S. Pat. Off.

MODERN BEAUTY, DURABLE CONSTRUCTION

DESCRIPTION

Equipped with ¾" hardwood seasoned BIRCH TOP, continuous piano hinges, patented new style drop leaf arms and easy rolling casters.

DIMENSIONS

Top 14½ x 18—2 drop leaves 9 x 14½ making an overall of 36" Shipped KD—Easy to assemble.

FINISH

Legs baked GREEN enamel, tie rods, drop leaf arms and hinges plated. Top natural birch.

No. 1418 MONARCH

THIS attractive practical stand is so designed and constructed making it the outstanding MODEL OF MODELS.

Like all Maso tables our line is richly and smartly designed to match the good taste of modern offices. This stand is ruggedly built of steel throughout to insure long years of trouble-free service. The skilled craftsmanship and finest quality materials which go into this stand give Maso the three essentials of fine office stands—Comfort, Efficiency, Beauty.

Since ample leg room is very essential for comfort our engineers have solved this problem by the use of heavy gauge 1" tube steel, ½" solid steel rods and correct design. We have eliminated the faulty lower stretcher which has always been a detriment to leg comfort.

MASO STANDS – FOR OFFICE WORKERS

One of the most valuable lessons learned by employers in recent years is the importance of making workers as comfortable as possible. Employees who tire easily cannot perform at top efficiency. A correct stand plays a major role in fighting fatigue.

Largest Manufacturers of Typewriter & Utility Tables in the World

MASO MAKES THE BETTER ONE

Write for circular describing our complete line of typewriter and utility tables.

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FOR LITTLE GIRLS

•

but not for

CARBON PAPER

that's why good typists

choose

KEEN-RITE

and

SUPER-TREATED

Both the popularly priced KEEN-RITE and the de luxe SUPER-TREATED brand are made by a special process to prevent curling and smudging. Every typist can now get clearer, cleaner copies along with maximum wear. No more unsightly erasures and no more soiled hands from handling.

The famous patented "Carbon Gripper" in every box of Codo Super-Treated, Super Kote and Keen Rite.

Codo MFG. CORP.

529 South Franklin St., Chicago

270 Lafayette St., New York

Factory: Coraopolis, Pa.

They Like the Idea

(*From page* 56)

You ask for any suggestions I might have. I should like to see a column of office short cuts, work simplification ideas, and gadgets in brief paragraph form. Of course, it has been done before and I suppose it is a difficult column to assemble. Office managers, however, are always interested in suggestions about a variety of routines and they often find them even more usable than longer articles.

I want to wish even greater success and service under the new title. May you continue to cover the whole field in interesting fashion.

CHARLES O. LIBBEY, Head,
Office Methods Staff,
Tennessee Valley Authority,
Knoxville, Tenn.

Architect Is Retained For Branch Office Planning

★ EDMUND G. KRIMMEL, well-known Philadelphia architect and city planning authority, has been retained by Addressograph-Multigraph Corp., Cleveland manufacturer of business equipment, as consulting architect, company officials announced today.

Mr. Krimmel's services will be utilized in the planning and physical set-up of new quarters and the modernizing of existing facilities of the vari-

Edmund G. Krimmel

ous sales and service agencies of Addressograph-Multigraph throughout the nation.

Retention of Mr. Krimmel in this capacity signalizes the beginning of a program that Addressograph-Multigraph Corp. believes will enable it to insure proper atmosphere and effective employment of available space in its branch offices.

In addition to being an accepted authority on city planning, Mr. Krimmel has been the master architect on several large-scale government and privately financed projects in the Philadelphia area.

MAKING GOOD STAPLES

IS A JOB FOR PRECISION ENGINEERS

When an Ace Stapler clicks a tiny piece of wire is driven out, penetrating and securely fastening, up to 40 sheets of average weight paper. But, did you ever stop to think how these staples are made . . that they must be tempered just right . . that they must be rigid enough to prevent buckling yet not so highly tempered to cause them to break.

Long ago Ace Engineers developed a process which gives Ace Staples the exact degree of hardness and rigidity. To accomplish this engineering feat the grain of the wire is compressed on two sides, giving greater tensile, penetrating strength on the outer edge just where it is needed most. Hand inspection insures accuracy and perfect alignment.

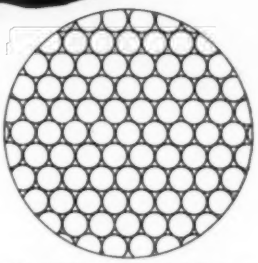

FIG. 1 *shows a cross section of an ALL-ROUND steel wire. Ace uses only the finest quality, precision made, accurately drawn-to-size steel wire.*

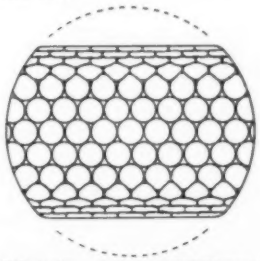

FIG. 2 *shows the ALL-ROUND steel wire after being treated by the Ace process. This gives maximum strength on the outer edge where it is needed most.*

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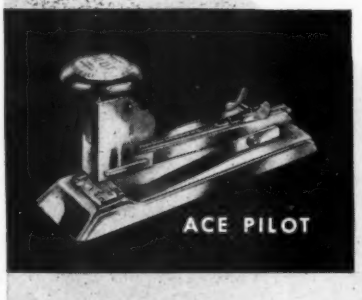

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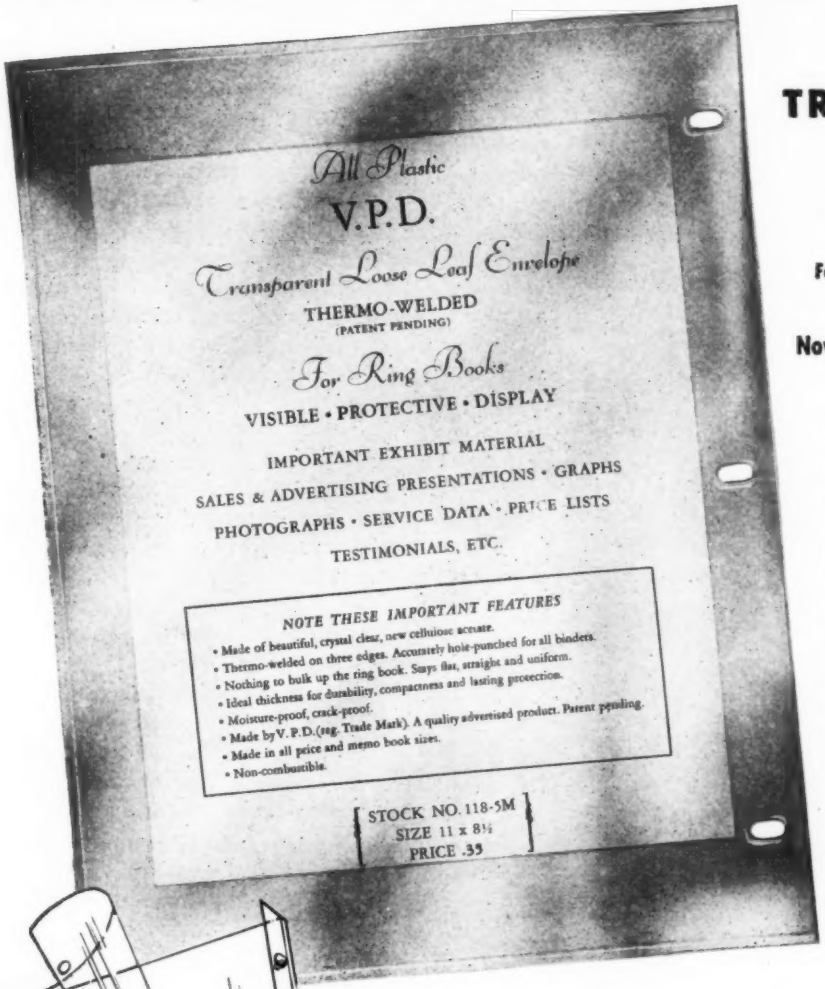

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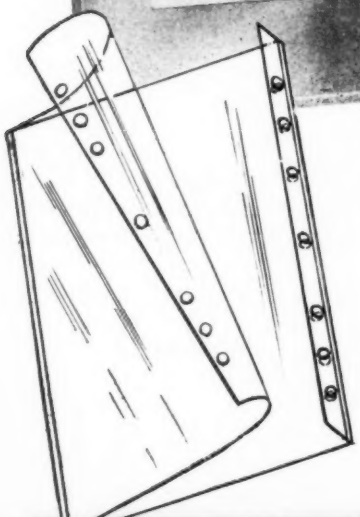

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Color at Work

(*From page* 51)

of providing complete environmental harmony in offices assumes great importance.

This harmony can be found in the scientific application of color dynamics, which has been tested in actual practice for over a decade. Then years ago color engineers, working with hospital authorities, discovered that color had certain power and energy which could be used to assist patients in their recovery. Hospital painting was reduced to a scientific basis by using color as a specific—that is certain colors were used in certain areas to achieve predetermined results. This color system became known as color therapy and led to the introduction of the principles of color dynamics to help promote efficiency and comfort in business and industry.

Certainly if the scientific use of color has proven to be a valuable stimulant in industrial plants, as it has, the same principles can be applied with equal effect in offices. By adopting the same basic color concepts by which war plant workers benefited from the power and energy in color, the office can use color to accomplish the following:

1. Build institutional prestige among the visitors to the office.
2. Help safeguard the health and welfare of employees on the job, and provide for their safety.
3. Reduce the nervous tension among employees arising from eye-fatigue.
4. Increase the morale of employees by transforming their surroundings into an environment that radiates energy and cheer.

Color Selection Rules

The selection and placement of colors for offices should be governed by the type of activity carried on in each room and by the geographical location. If the rooms receive cool light from the North or East, use of warm colors such as yellow, orange, and red are indicated. On the other hand, southern or western exposure calls for the cool, or blue colors.

Color can be used as an effective natural illumination auxiliary. For example, if strong light comes into the office from one direction, it can be equalized by using two or three wall colors. If an office receives too much warm light from the South or West, the walls opposite the windows can be painted in a medium or darker color of gray-green, blue-green, or other cool color. This will reduce the glare and diffuse light equally to all surfaces.

(*Turn to page* 70)

Parker Quink with Solv-x!

Have you ever made a test to find the best ink for your office?

Try it . . . you'll find there's a world of difference in inks. Some gum and clog, some fade easily, some will ruin pens and equipment.

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Color at Work

(*From page* 68)

Correct color placement can be used to change the apparent proportions of offices. Long narrow rooms can be made to seem wider by using darker colors on the end walls, and lighter color on the side walls. The squareness of offices can be eliminated by painting the wall opposite the window in a color value different from the other three walls. High office ceilings can be made to seem lower by painting them light shades such as cascade blue.

Harmonizing Colors

Reception and waiting rooms are important in any office and should receive careful color consideration to reflect accurately the spirit and character of the business. Color combinations in good taste and efficiency are essential for these rooms. A general rule to follow is to treat the wall opposite the window and the ceiling with a fairly dark color value, and the other three walls a lighter value of the same or harmonizing color.

Prime consideration in private offices for color requirements are the exposure of the office and the need for proper reflection of light. These are, of course, tempered by the personal choice of the occupant, inasmuch as the comfort and convenience of only one person is concerned.

Conference rooms are usually much longer than they are wide, and this effect should be equalized by color correction. Here are two typical color suggestions for conference rooms, based on the principles of color dynamics:

1. Treat end walls in a medium value of grayed blue-green; side walls, a light value of the same color; ceiling, a cheerful light yellow; trim in natural wood finish or the color of the end walls.

2. Finish the end walls in medium brown and the side walls a light beige. The ceiling should be a tint of green with trim in natural wood finish or the color of the end walls.

Color planning for the general offices should be guided by the prime objective of creating better mental attitude and physical well being of the employees. Of first importance is selection of color sufficiently light in value to diffuse illumination properly to the working level. The next consideration is to treat the walls facing the employees in soft, cool colors such as green or blue-green. To prevent a too-cool effect and to create a greater atmosphere of cheerfulness, one or more of the other walls, such as the end wall, might be finished in a warm sunny yellow, light peach, or in a tint of rose. Because it is usually not necessary to reflect the maximum amount of light in offices, the ceilings may be finished in darker tones, which are more restful to the eyes than colors of light value.

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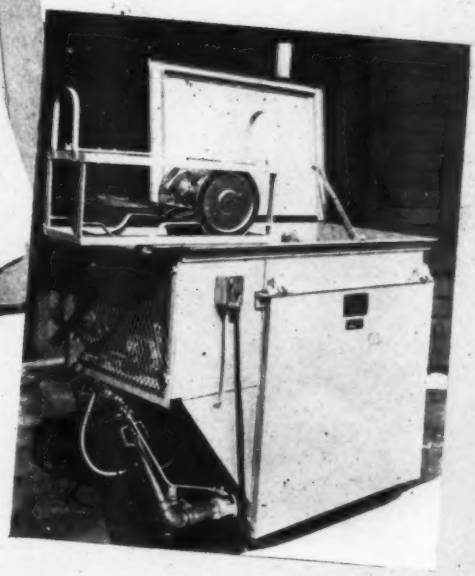

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which assures speedy and thorough cleaning. Moving the work up and down IN the cleaning solution 84 times a minute, results in a vigorous "shearing" contact of the solution with every part of the unit being cleaned, including those small interior recesses and openings which ordinary soaking does not thoroughly reach. Up to 12 typewriters or similar units can be cleaned per hour in this new machine, using the regular MAGNUSOL cleaning solution.

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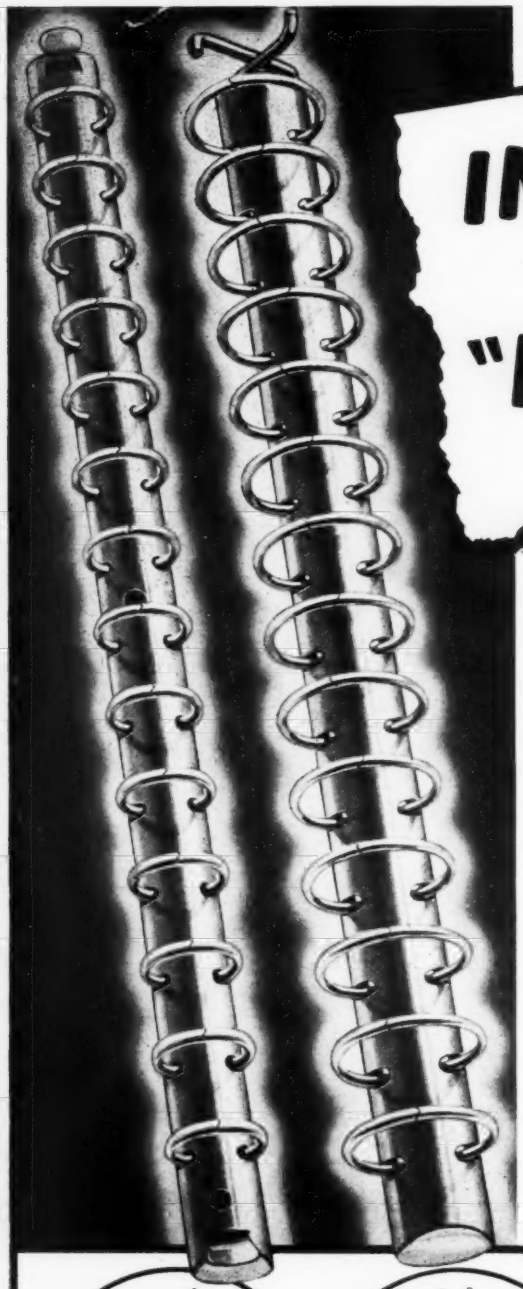

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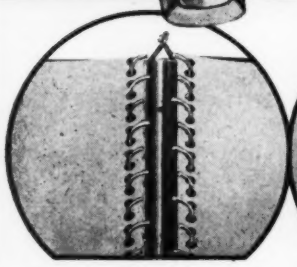
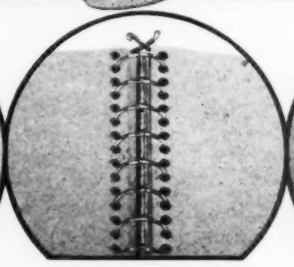
The applications of "NUMER-RING" in days to come will be many and varied . . . catalogs, price lists, data books, manuals, visible, ringbooks, pay-roll books, and a host of others. Meanwhile it is becoming available in stock covers and can be "tailor-made" in an assortment of styles and materials to meet your specifications.

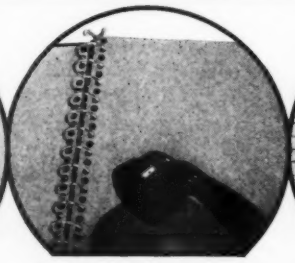
Ask Your Stationer



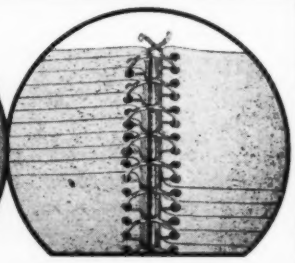
Staggered rings make sheets turn without friction and simplify insertions. Equipped with an easy-opening device.



Neat in appearance — light in weight. Price comparable to least expensive loose leaf mechanisms.



Closely spaced rings for extra protection against sheets tearing out. Contents lie flat when binder is open.



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The Treasury Department acknowledges with appreciation the publication of this message by

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VICTORY LOAN

This is an official U. S. Treasury advertisement prepared under auspices of Treasury Department and War Advertising Council

Orienting Newcomers

(*From page* 42)

salary level. This is not an automatic increase plan and an increase is awarded only if a person's performance merits it.

Promotions

Whenever a position opens up, the department heads concerned confer with the personnel staff to discuss whether there is some individual obviously qualified for promotion to the job in question by reason of training and experience in the same or another department. When no such obvious candidate is available, we sometimes post on the bulletin boards a notice of the vacancy, listing the job description, the salary, and the required qualifications. If you are interested and believe you have the requisite ability and experience, get in touch with the Personnel Director.

Personnel Assistance

Your department head is a genuinely interested and valuable accessory to your career in the Institute. Look to him or her for sympathetic guidance in learning your job. Go to him or her at all times with your questions and requests, your worries and "gripes." The Personnel Director, Anne Cronin, is another willing source of assistance. You can be sure that your problems will be handled with sincere consideration for your personal interests, and in confidence. In addition, feel free to approach any executive of the Institute for counsel, advice, the airing of grievances, or the making of suggestions.

Next comes the section, "Your Very Good Health," under which is discussed in detail the Institute's cost-free health program for employees, which includes the services of a medical adviser, annual physical examination, and membership in the Associated Hospital Service and the Group Health Cooperative.

This section also explains the accident insurance provided under the Workmen's Compensation Act, and the Retirement Income Plan set up by the Institute for its staff members.

Rules and policies

The closing section of the booklet, headed "On-the-Job Routine" is a veritable ready-reference encyclopedia of Institute rules and policies covering employees' work. Topics discussed are "Hours of Work and Holidays," "Keeping Time," "Absence," "Sick Leave," "An Afternoon Pick-Up" (3 o'clock milk, fruit-juice, or ice cream), "Telephone Calls," "Change of Address," "Closing Time Chores," "Your Pay," "Your Old Age Pension Tax," "Withholding Tax," "United States Saving Bonds," "Overtime," "Dinner Money," "Vacations," "Sponsors" (function of "floor sponsors" in introducing newcomers and getting them adjusted in their jobs), "Weekly News Sheet," "Men at Work" (RIA's field division monthly), "Bulletin Boards," "Rest Room," "Recreation Rooms," "Extra-Curricular Activities," and "Suggestions" (an appeal for employee ideas on work improvement).

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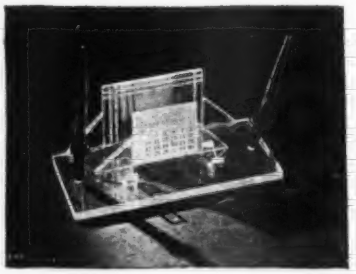

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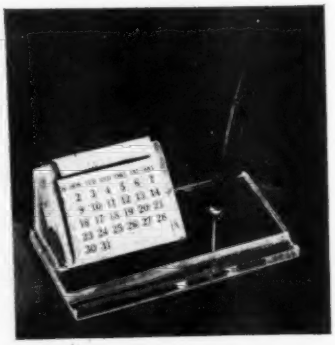

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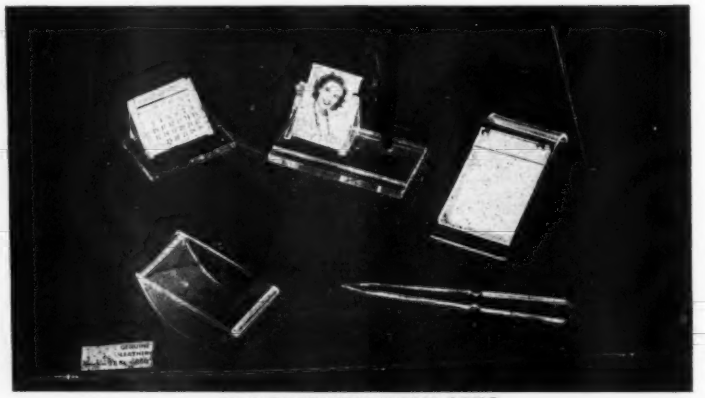

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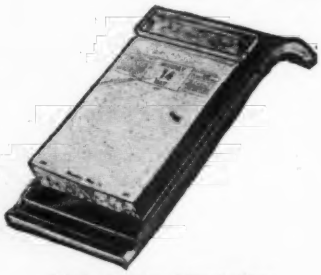

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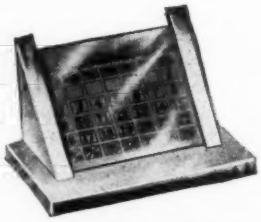

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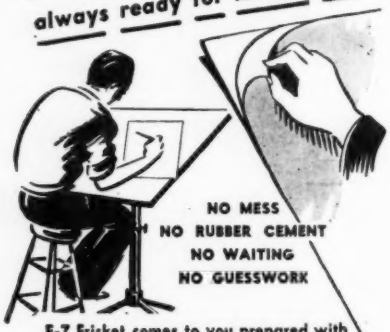
E-Z-FRISKET

A PREPARED FRISKET PAPER always ready for instant use!



E-Z Frisket comes to you prepared with the adhesive already on the back. You simply peel off the protective backing and it's ready for use.

What it is: E-Z Frisket is a thin, extremely transparent plastic film coated with a special frisket adhesive.

How it works: You easily remove the paper backing that protects the adhesive. You place the frisket film over your drawing or photograph. It instantly and easily adheres to your working surface. You then cut your frisket in the regular way.

E-Z Frisket is extremely strong, cuts easily, makes sharp hair-lines and doesn't curl at the edges. When you are finished you simply peel the film from the copy. There's no cement or residue to remove and copy remains in perfect condition.

Where to buy it: Your local dealer should stock E-Z Frisket. If he doesn't — ask him about it.

PRICES: Desk Roll: 24" x 5 yds. $3.00 Jumbo Roll: 24" x 20 yds. $10.00

ART BROWN

ask your dealer today

or order direct from

ARTHUR BROWN & BRO.
67 West 44th Street
New York 18, N. Y.

Britain Talks Back

(*From page* 39)

good firms over a reasonably long period of time. It is a pity that more information on this important subject is not generally available to those interested."

In connection with his comment on the importance of keeping down the number of "non-productive" clerical workers as compared to those workers actually engaged in production, Mr. Ord turns his guns on the office equipment industry:

"Before leaving the topic of high non-productive ratios, there are several points worth remembering. Every salesman selling office specialties, forms, system and returns is unconsciously (or consciously) aiding the raising of that ratio. Every man who has a system to sell must add something to what already exists or he has nothing to sell. In general it is only additions to paper or to system that can be sold."

How paper-work grows

How does paper-work grow? Here is Mr. Ord's theory on that subject:

"Any new man in a supervisory position, any relatively inexperienced man in a senior job, any man who is distrustful of his juniors, tends to use paper and figures to protect himself. Any senior man who wishes to increase his personal and detailed control must use more paper. Paper returns, graphs and charts are the readiest means of self-advertisement. That is frequently the basis on which they are sold. The tendency is markedly that way. The bigger the unit the stronger the tendency tends to become.

"There should be no novelty in suggesting that just as much care and study needs to be given to the reduction of paper costs and of system and management costs as has been given to the reduction of production costs. It has already been done, and well done, by some firms. Some American businesses have done this so well that their achievements in reducing paper work and low administrative costs have not been surpassed in any other country. . . . .

"Everyone is familiar with the word 'Bureaucracy.' Everyone is familiar with its implication of over-elaboration and of paper management. It is the spread of paper control beyond that reasonable minimum necessary to the conduct of good business. Everyone is prepared to expect the development of bureaucracy in Government administrations. Most people suspect bureaucracy in monopolies and in protected industries. It is difficult to recognize bureaucracy in an industry in which one operates as a senior, or to recognize that it exists to any great degree in industry generally."

Blind date!

Timing . . . from Hell to Breakfast!

Your numbers will be a cinch —after getting theirs!

There's a bombsight more to this than meets the eye!

A PROMISE

. . . and we put it in

Writing

All Victor advertisements in business magazines, samples of which are reproduced here, have been telling a story which will interest you. They point out that Victor craftsmen, war producers of the super-precise Norden Bombsight for the Army, are certain to turn out the best in peacetime adding machines for you.

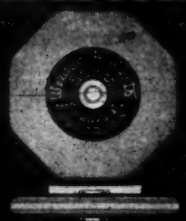
And soon, too! For a greatly enlarged plant (over *four times* the floor space we had four years ago) more and better equipment and the personnel skilled in its use combine to insure you *more* and better Victor Adding Machines than ever before.

When you think of peace, remember the precision that helped make it possible. When you think of adding machines, remember "Victor."

VICTOR ADDING MACHINE CO.

3900 North Rockwell Street • Chicago 18, Illinois

Weldon Roberts Erasers



Two all-purpose items in the complete Weldon Roberts quality line for all erasing requirements.

No. 399
TRI-PLY
The leading typists' eraser

Nos. 333-334 INDIA
(Two Sizes)
The standard all-purpose red rubber eraser

Correct Mistakes in Any Language

WELDON ROBERTS RUBBER COMPANY
Newark 7, New Jersey

It's back! It's better! **CLIX** *improved 3-hole* **PAPER PUNCH**

QUICK, ACCURATE, FUSS-FREE PUNCHING OF SHEETS FOR 3-RING BINDERS

"CLIX," the modern 3-hole paper punch, is back from its wartime job, improved in design and construction. Thousands used by Treasury, Army, Navy and Air Corps. Punches all three holes on sheets for standard 3-ring binders in a single "squeeze." No gauges to set; no places to mark. Fits briefcase or desk drawer. Sheets are punched instantly . . . all three holes at one time, clean and accurate. A boon to offices, banks, insurance companies, etc. "CLIX" retails at $3.25, pre-war price.

NEW ENGLAND PAPER PUNCH CO., 95 Washington Ave., Natick, Mass.

REPEAT ORDERS BEST TESTIMONIAL

Ever since Nev-R-Kurl Carbon Paper was introduced on the market, it has emerged from every exhaustive competitive test with flying colors. Time after time its unexcelled quality and features have shown it is the most economical carbon paper that can be used for first class work. Its best testimonial is the constant flow of repeat orders from buyers who use Nev-R-Kurl exclusively.

NEV-R-KURL *Carbon Paper*

Will not curl, tree wrinkle or smudge.
Gives 35 to 50% more copies per sheet by actual tests.

Universal adaptation — same sheet works on standard or noiseless typewriters, billing or bookkeeping machines.

Clear Print
WOOD
STAMP PADS

Tests show double life of average pad.

Will not warp or sag.

Easy re-inking.

Ink dries instantly on paper, but never within pad. Practically indestructible.

Samples sent when requested on business letterhead.

Clear Print PRODUCTS

Phillips Process Co., Inc.
L. A. PHILLIPS, President
192 MILL STREET
ROCHESTER, N. Y.

The Dealer says:

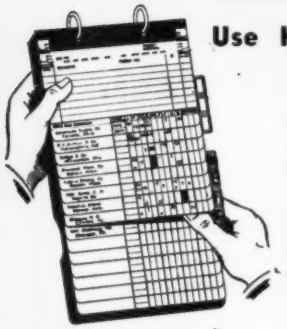
"When we took on the *Tempo* Film Stencils we knew we had a product with certain desirable features. But — we did not realize how valuable it was in building customer satisfaction and repeat business. The Tempo Film Stencil sells itself — and we have found that once a customer uses Tempo Film he is never satisfied to go back to ordinary stencils."

● *TEMPO offers the most complete line of stencils with or without film — WRITE FOR CATALOG.*

TEMPO
STENCILS

MILO HARDING COMPANY
432 WEST PICO BLVD., LOS ANGELES
317 THIRD AVE., PITTSBURGH
Makers of the famous TEMPO FILM STENCIL

Save Executive Time—Cut Clerical Costs



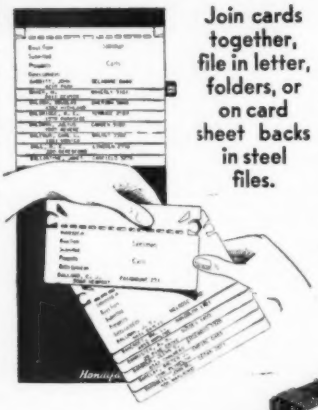
Handifax Ring-Binders for 100 to 500 cards.

Use HANDIFAX Color Signaling, Visible Indexing, Visible Tabulation

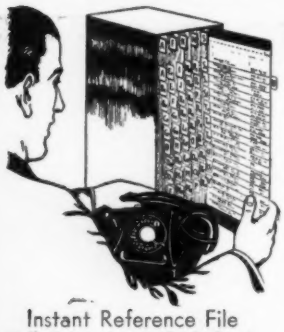
The Handifax Visible Record Card lends itself to all types of records, makes your present record serve you better at very low cost. If you want to see what we can do for you, send us forms you are now using. We draw up forms on Handifax Cards without cost or obligation and submit to you for your consideration.

10 Years National Use—Write for Catalog

Ross-Gould Co.
311 No. Tenth St., St. Louis 1, Mo.



Join cards together, file in letter, folders, or on card sheet backs in steel files.



Instant Reference File Pull Out—See—Push Back

Saves Time—2000 to 6000 conveniently at hand.

Saves Clerical Time—20,000 card. for quick reference or posting.

HANDIFAX Visible Records •• St. Louis

---

glass HANDI-PEN set
by Sengbusch

Wood-fibre base — brown grained finish.

. . . for writing ease your desk workers appreciate

Both base and desk set are made of non-critical materials—yet you can depend on them to give your employees all the well-known Handi-pen satisfaction. Choice of ivory, black or crystal glass. Set alone, with black or crystal glass. Set alone, with base, or double set with base a supply of these handsome sets—at prices to suit you. Order from him today. Also ask about the Steeless Kleradesk.

Glass indestructible by ink acids. Set holds

Sengbusch Self-Closing Inkstand Co.

for GREATER SALES!

cesco

LOOSE LEAF EQUIPMENT

BIG BUSINESS AHEAD

To keep pace with the increasing tempo of Big Business all company records should be modernized now.

Advanced methods adapted for war-time needs are likewise being selected for the great era of prosperity ahead.

Improve your records during the lull of reconversion to reap the benefits of a smoothly functioning organization.

VISIBLE RECORD BOOKS

For sales and prospect records, inventory and stock control, purchase records. Many stock forms available. Automatic and Non-Shift Books. Immediate Deliveries.

SOCIAL SECURITY RECORDS

An up-to-date series of forms—for most every size business. Subsidiary records and the orderly procedure of personnel and classification changes.

CATALOG COVERS

For post-war catalogs, sales manuals, price lists and other sales literature. Many styles and types.

Literature on Request

Send today for descriptive catalogs and informative booklets on these up-to-the-minute items.

The C.E. SHEPPARD CO.,
44-01 21st Street, - LONG ISLAND CITY, N.Y.

Secretaries all like **Carter's Midnight Carbon.** Famous for making clean, sharp copies, this fine carbon paper is surprisingly easy to handle—never curls or wrinkles. It's durable too—it wears and wears and wears!

Take a tip from the kitten. Let Carter's Midnight Carbon help you save the time of your busy office staff!

THE CARTER'S INK COMPANY
Boston, Massachusetts
Carbon and Ribbon Specialists

LISTO THE IDEAL MARKING PENCIL

NO SHARPENING, LESS BREAKAGE, NO WASTED PENCIL STUBS.

Listo—The Refill Marking Pencil—Strong and easy to use. When marking Tags, Stock or Labels, LISTO is indispensable. Leads are obtainable in six different colors. Pencil and Leads available now from your stationer.

BLACK
RED
BLUE
GREEN
YELLOW
BROWN

LISTO MARKING PENCIL

WRITES ON *Glass* ★ WRITES ON *Metal*

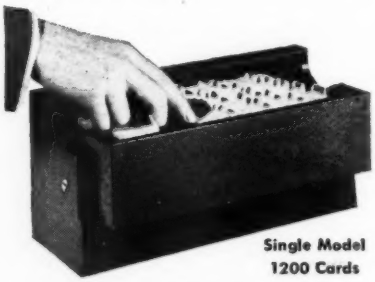
WRITES ON *Cellophane*

LISTO PENCIL CORP.
ALAMEDA, CALIFORNIA
SINCE 1921

THE TWIN—2400 CARDS

The newest most compact card file! . . . Handsome! . . . Handier! . . . Saves Space!

Rock-A-File's unique feature of rolling open broadside makes the difference. A flick of the finger puts the entire contents in full view, perfectly aligned and instantly accessible. Space is saved wherever it's used—on the edge of a desk, small table or window ledge—for *in use* or *not in use* Rock-A-Files are only 15 inches long, and the width increases but slightly when *in use.*



Single Model
1200 Cards

Rock-A-File Single and Twin Card Files are available in Standard Green or Genuine Walnut in the 3 popular card sizes. Order from your stationer or office supply dealer. Inquire about the sensational Rock-A-File Space-Saving Letter Files.

ROCKWELL-BARNES COMPANY
35 EAST WACKER DRIVE • CHICAGO 1, ILLINOIS

You don't have to tussle with this pencil carbon. It yields at a touch. Use as sharp a pencil as you wish. Bear down as hard as you like. Then finger the carbon and see it come free—quickly, cleanly. Old Dutch PULL-FREE Pencil Carbon is specially processed to prevent clinging and sticking. . . . One more feature highlighting the better quality that has characterized Old Dutch products for nearly 50 years.

Ask Your Old Dutch Customer Engineer

WATERS & WATERS BRANCH

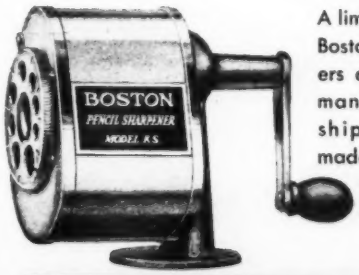
511 Locust St., St. Louis

Burlington, N. J. San Francisco, Cal.

The Office Efficiency SERVICE STATION A BOSTON

Sharp pencils are an invariable sign of an efficient office. Every manager owes it to his organization to provide BOSTON sharpener stations at strategic spots throughout the office.

These are the days when BOSTON superiority is shining like a lighthouse. Their sturdy quality and engineered precision are standing up splendidly under hard, continuous service years longer than one would expect.



A limited number of Boston KS sharpeners are now being manufactured, all shipments being made in accordance with priority regulations.

BOSTON
PENCIL SHARPENERS

C. HOWARD HUNT PEN COMPANY

CAMDEN, N. J.

SPEEDBALL PENS HUNT PENS

To Smoke or Not to Smoke

(*From page* 49)

"I think we can honestly say that the change has been beneficial," A. G. Denison, personnel manager of the company, told the members of the Detroit chapter of the National Office Management Association some months after the revision of policy. "I feel that we can go beyond saying we lost nothing, and can report that we have actually benefited. We are quite sure of the advantages so far as factory operations are concerned and I think it is fair to say that the same results have accrued in our offices."

When this magazine checked with Mr. Denison earlier this year, the new policy had been satisfactorily in force for more than a year.

"We hesitated to permit girls to smoke, particularly if they operated business machines requiring the use of both hands," Mr. Denison told the Detroit chapter members, as reported in the NOMA Forum for April, 1944. "We had premonitions that they might attempt to operate a typewriter, or take dictation, with a cigarette extending out of their mouths! But that difficulty just hasn't appeared so far.

"We have seen very little abuse. In any case, whatever the abuse, it is now right before our eyes. Previously we never knew exactly what its extent might be, consequently we probably exaggerated it in our minds. We knew smoking occurred in the wash rooms and out of doors and that, of course, is costly in more ways than one.

"I believe more liberal smoking practices among business concerns are gaining favor. We have had a number of inquiries from other sizeable companies, particularly in regard to factory smoking. Perhaps it is another change brought on by the war and the longer, harder hours everyone must work today. The tension and strain is certainly great and perhaps a smoke does provide a measure of relief. If an employee feels fatigued and wants a smoke, he is going to have it despite any rules to the contrary. No one will deny that a smoke sneaked is a much greater time consumer than one taken right on the job, because most employees can smoke and still continue work."

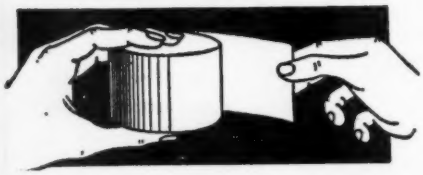
Zip Cases Now Available

One of the first of the pre-war products now available is the patented Converto zip case. Popular until the war ended production, the Converto provides double utility because, by a twist of two permanent screws, the ring metal may be removed and the zipper notebook case becomes a portfolio.

Converto zip cases are now available, according to a recent announcement by the makers, the Reuben Co., leather goods manufacturers, 557 West Jackson Blvd., Chicago.

America's Finest!

FOR QUALITY OF PAPER AND ACCURACY
Insist on
"HYGRADE"



- *WOUND HARD & TRUE*
- *BRUSHED FREE OF LINT*
- *RED SIGNAL MARKER*

PLEASE MENTION YOUR STATIONER'S NAME

A SAMPLE ROLL WILL BE SENT YOU

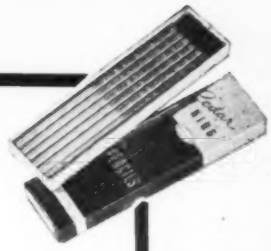
"HYGRADE"
T. M. REG. U. S. PAT. OFFICE
QUALITY AND PRECISION
ADDING MACHINE ROLLS

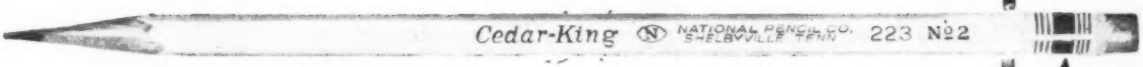
NATIONAL STATIONERY OFFICE OUTFITTERS MANUFACTURERS ASSOCIATION

L. HYMAN & SONS
PAPER MERCHANTS
102 Prince St., New York 12, N. Y.
46th YEAR OF DEPENDABLE SERVICE

NATIONAL'S
Cedar-KING

A REAL *Quality* 5c PENCIL
MADE IN
FIVE DEGREES





With Metal Tip Brown Band

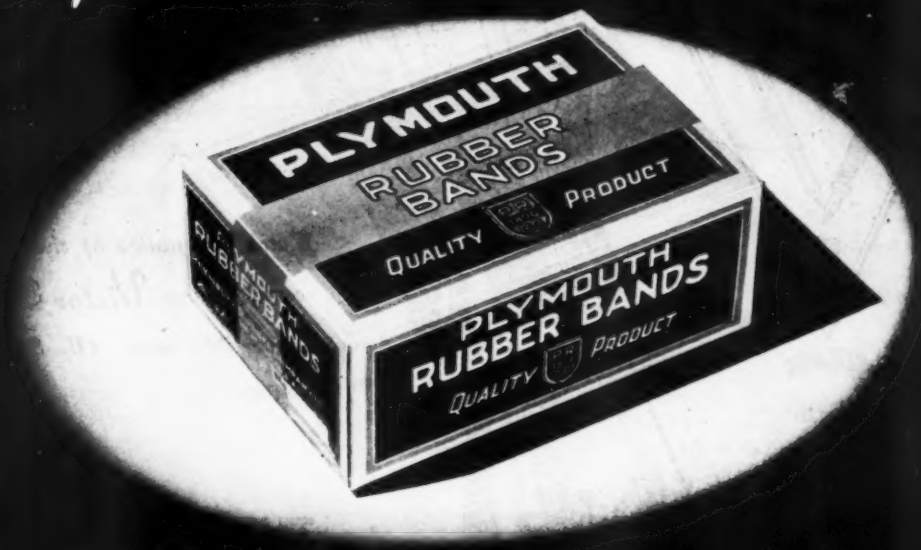
NATIONAL'S *Skytint*.... THIN LEAD
Colored Pencil

FUSE-TEX PROCESSED LEADS ★ BEAUTIFULLY PACKAGED

Free Sample
Sent on Request

NATIONAL PENCIL CO.
SHELBYVILLE, TENN.
NEW YORK 220 FIFTH AVENUE

Dependable...



ARMY E NAVY

PLYMOUTH RUBBER COMPANY, INC.
FOUNDED 1896 *The Largest Rubberizers of Cloth in the World* CANTON, MASS.

Accent on Self-Inkers

Efficiency is of paramount importance in expediting the flow of business. Triumph Self-Inking Band Daters are designed for utmost efficiency . . . the printing surface is inked automatically in the one motion used for stamping. Waste effort is cut down . . . marking processes are speeded. Triumph Self-Inking Band Daters give you MORE for your money!

TRIUMPH Self-Inking Band Daters

A snap of the wrist does the complete marking job. Unexcelled quality and sturdiness are built into this efficient time-saver.

The war isn't over until our last Mother's Son is safe from harm.

BUY VICTORY BONDS

At Your **STATIONERS** *and* **RUBBER STAMP MANUFACTURERS**

Victor's

for good service everywhere

LAND — SEA — AIR

★

Watch for notice of the return of the world famous Victor & Victapen convertible sets. (U. S. and foreign patents.)

THE U. S. *Victor* FOUNTAIN PEN CO., INC.

225 Lafayette St. New York 12, N. Y.

Established 1915

(Trademark registered U. S. Patent Office)

★

AVOID
CROWDING
PINCHING
TEARING
OF SHEETS

by using

FAULTLESS
REG. U.S. PAT. OFF.

S-O

• SLIDE - OPENING •
RING BINDERS

--- the ring binder in which rings actually slide apart

STATIONERS LOOSE LEAF CO
MILWAUKEE 1, 524 N. Broadway
NEW YORK 3, 114-116 E. 13th St.

★

Error-No A NECESSITY IN REPORT-CLOGGED *OFFICES*

Without delay we switched from building flame throwers (a war job of which we are proud) to making Error-No all-steel, quality, line-by-line copyholders.

Filling orders will depend on obtaining raw materials. Orders on hand will be shipped as fast as we can get them out.

In any office that has to contend with a flood of government forms, financial and general reports and orders, Error-No is a transcribing necessity. Quiet, vibrationless, sturdy, flexible, it increases transcribing efficiency as much as 40%.

Other famous Hall-Welter products are Chexsigno (Check Signer) and Speedrite (Check Writer)

THE DAWN MFG. CORP.
DIVISION OF
Hall-Welter Co.
ROCHESTER 7, N.Y.

America's Most Exclusive Line of Gift Pencils

More than beauty has placed these Sterling Gift Pencils in the lead. They excel in mechanical perfection. Just now, only through dealer rationing can we assure you of your rightful share.

A. T. CROSS *Pencil Co.*

***Established* 1846**

America's Oldest Pencil Manufacturer

53 Warren St., Providence 7, R. I.

A T

MACO LINE

TAGS ★ LABELS ★ PIN TICKETS

FOLDER ROLL LABELS AND INDESTRUCTO TAGS

SOLD BY LEADING STATIONERS

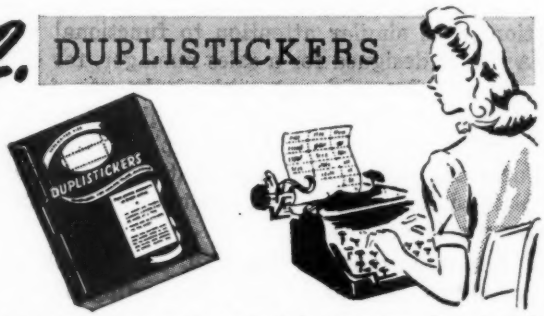
***The* J.L.MAY COMPANY**

109 WEST 19TH ST., NEW YORK, N. Y.

1. Compare-a-Day Record Book

Think of it! A record book that enables you to keep all kinds of records day-by-day, month-by-month *for six consecutive years.* Pages for recording taxes, payroll, sales, automobile, truck and tractor costs, insurance, etc., as well as plenty of untitled pages for individual records. *And here's an added plus* — useful reference tables — the kind every individual or business needs at some time for quick reference in figuring unusual problems in a jiffy. Everyone can use the Compare-A-Day . . salesmen, retail stores, small businesses, farmers, lawyers, doctors . . . *everyone.* Strongly stitched and case-bound in dark green cloth cover, stamped in gold. $2.50 retail.

2. DUPLISTICKERS



For duplicate mailings and letter file indexing. Gummed, perforated, letter-size sheets are easier to fill in on the typewriter. With one operation it is possible to do addressing for two, three or four different mailings. Thirty-three 2¼" x 1" labels to a sheet, twenty-five sheets to a package, total 825 labels. Available in 5 colors. 50¢.

3. Alphabet & Figure Books

For dozens of uses in office, school, stock room and factory. A quick, economical way for stores to make special signs or price and point value cards. In two sizes of letters and figures. Alphabet Books — 75¢ per book. Figure Books — 50¢ per book.

EUREKA

SPECIALTY PRINTING CO.,
Sales Dept., Stationery Div.,
11 W. 42d St., New York 18, N. Y.

A BETTER CHAIR CUSHION

Built Like Fine Upholstered Furniture

Good Leatherette, a Genuine Spring Unit, Cotton Filler, Air Vents and Welted. A Comfortable Smortly Styled and Durable Cushion—*What the Public Now Demands.*

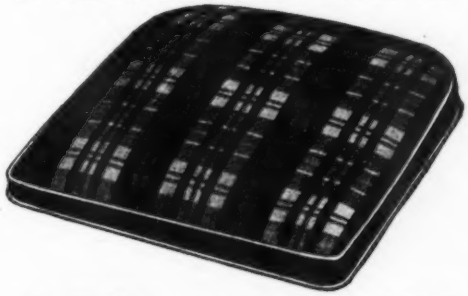
*28 EXECUTIVE
17x19x2
All Leatherette.....$6.40
Leatherette with plaid fibre cloth back...3.60

*17 SECRETARY
16x18x2
Leatherette with plaid fibre cloth back...5.20

COTTON FILLED

*79 SECRETARY
16x18x1½
Leatherette top with plaid fibre cloth back $2.70

IN STOCK, PRICES F. O. B. FACTORY

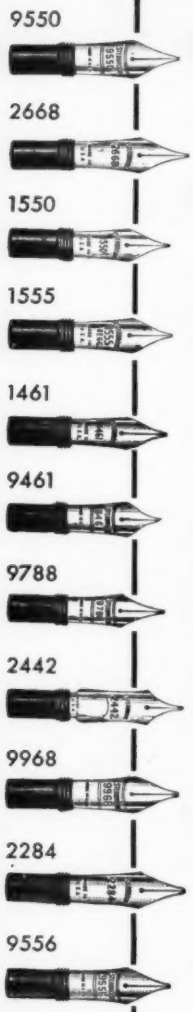


May We Have the Pleasure of a Trial Order

Fisher Manufacturing Co., Inc.

Cushions

92 Montgomery St. Jersey City 2, N. J.



All Signs POINT *to Increased* Pen Allotments

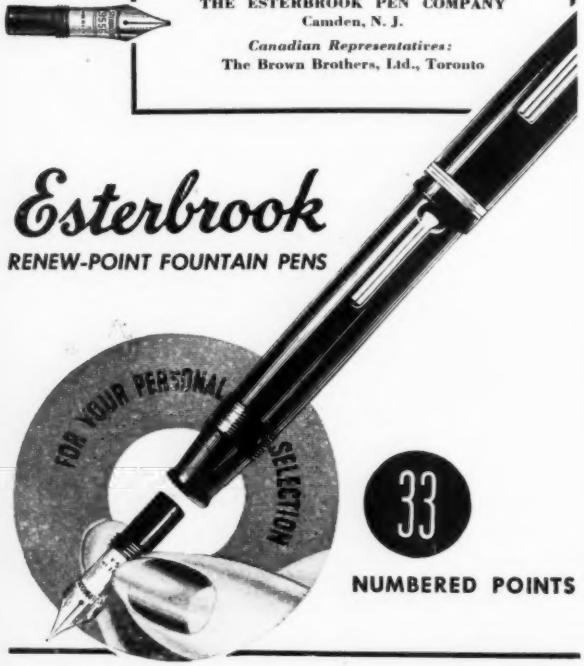
For a long time now government requisitions for Esterbrook Pens and Renew-Points have necessarily taken priority over retail orders. But now with the end of war in the Pacific, the home front situation is returning to normal.

All indications are that in the very near future Esterbrook will be able to add considerably to your present allotments.

For the time being, we continue to distribute Esterbrook Pens and Renew-Points as fairly as we know how. And neither now, nor later, nor at any other time, do we plan to take advantage of pent-up demand by cutting corners on Esterbrook quality.

THE ESTERBROOK PEN COMPANY
Camden, N. J.

Canadian Representatives:
The Brown Brothers, Ltd., Toronto



Teague Surveys the Office

(*From page* 48)

The open construction, this executive finds, furthers the comfort of small groups gathered about the desk. It also aids his own working comfort and puts visitors at ease by removing a solid barrier that must suggest distance.

Another advantageous feature of this office, adapting it for conference, is the acoustic ceiling that subdues sound. Fluorescent lighting built into a center ceiling recess is planned for maximum softness, and the equipment of the room includes a modern functional floor lamp. Cream Venetian blinds match walls, and chairs of chrome and crimson leather contrast strikingly with the black desk and the black linoleum floor.

An adjoining office with numerous windows, its longer area planned for general conferences, has one entire end wall carried out in cork for convenient posting of sketches, bulletins, and other materials. Cork, this firm expects, will be freely used for similar purposes in post-war offices. Walls painted cream, and chrome and red leather chairs further cheerful atmosphere in this room, which is also equipped with an acoustic ceiling. The long table of blond wood blends into the modern scheme.

Functional value

In every phase of office planning, this organization gives similar attention to functional value. An office designed for a sales manager, for example, may be equipped with cupboards for his samples so that these will be easily accessible as he talks with clients. Stenographers' chairs are invariably functional, with material and design planned for comfort, and construction protecting hosiery from runs.

The importance of cheerful, comfortable surroundings, such as in these interesting offices of Walter Dorwin Teague, in attracting employees, putting visitors at ease, and inducing a cheerful mood is now so widely recognized, Mr. Rich explained, that business executives are today giving greater thought to such planning.

Executives are also more keenly aware of the value of occasional relaxation in the office. Everyone in the Walter Dorwin Teague organization, for instance, relaxes for a few minutes in the late afternoon, to enjoy cookies and small containers of milk, passed on decorative trays. This practice actually furthers efficiency, for members of the staff now prefer a snack in the office instead of going outside for it, as they occasionally did formerly.

Another indication of the growing recognition of relaxation as a means of increasing accomplish-

(*Turn to page* 96)

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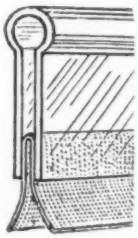

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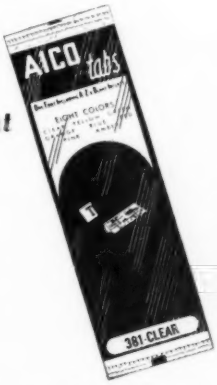

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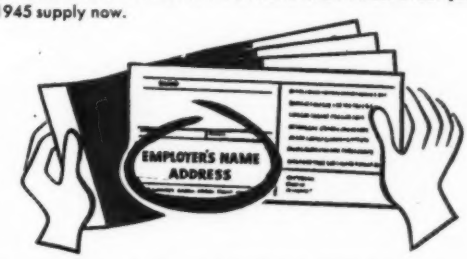

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Teague Surveys the Office

(*From page* 92)

ment is to be found in the inclusion of television sets in many newly designed offices today. Company presidents and other top executives are beginning to regard such equipment as just as essential to an up-to-the-minute office as the radio that is today taken for granted. In the near future it will not be surprising, in view of the many sets that are being installed in newly designed offices, to find a progressive executive putting a client at ease by sharing a television program with him.

At Carrier International

One of the interesting decorative effects planned by this firm in the Chanin Building offices of Carrier International not only suggests the character of this particular business but creates cheerful color and a source of interest for visitors waiting in the reception room. A colorful map exhibit designed for this space is related to the firm's world-wide distribution of air conditioning and refrigeration facilities.

A dozen colored board maps, showing "Climates of the World," as an inscription above indicates, are arranged in a curved corner of the reception room, against an azure background that contrasts with the remaining wall area in cream. Small colored discs below the maps, which are grouped in pairs for six-month period, provide keys that enable visitors to read them correctly, noting temperature and humidity conditions in the various areas. This artistic exhibit serves a functional purpose in relation to the firm's business, and proves keenly interesting to visitors.

Another unusual decorative feature at the Carrier International offices consists of two floor-to-ceiling murals on either side of the entrance to the reception room. One mural pictures a tropical scene; the other, snow-clad mountains.

Furnishings of walnut contrast with light walls. A soft blue rug harmonizes with the azure wall section and blue is repeated in wall trims adjoining the entrance. The receptionist's curved walnut desk is comfortable and smart. At her right is a built-in wall switchboard in matching wood.

In the firm's spacious general office, light green walls and soft green carpet create cool, restful atmosphere.

The Teague organization is firmly convinced that more and more future offices will be designed as a functional whole rather than as a group of separate rooms or departments more or less loosely tied together. Complete planning of this sort makes possible intelligent provision for the integration of all the parts of the office into a smooth-working unit which will give complete satisfaction.

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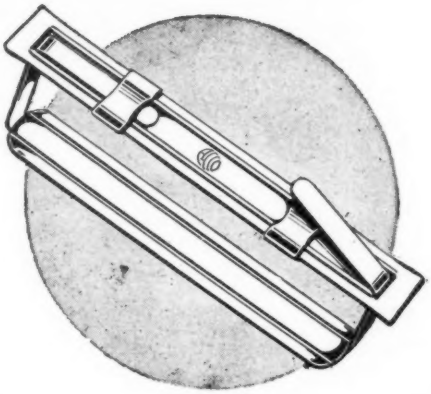

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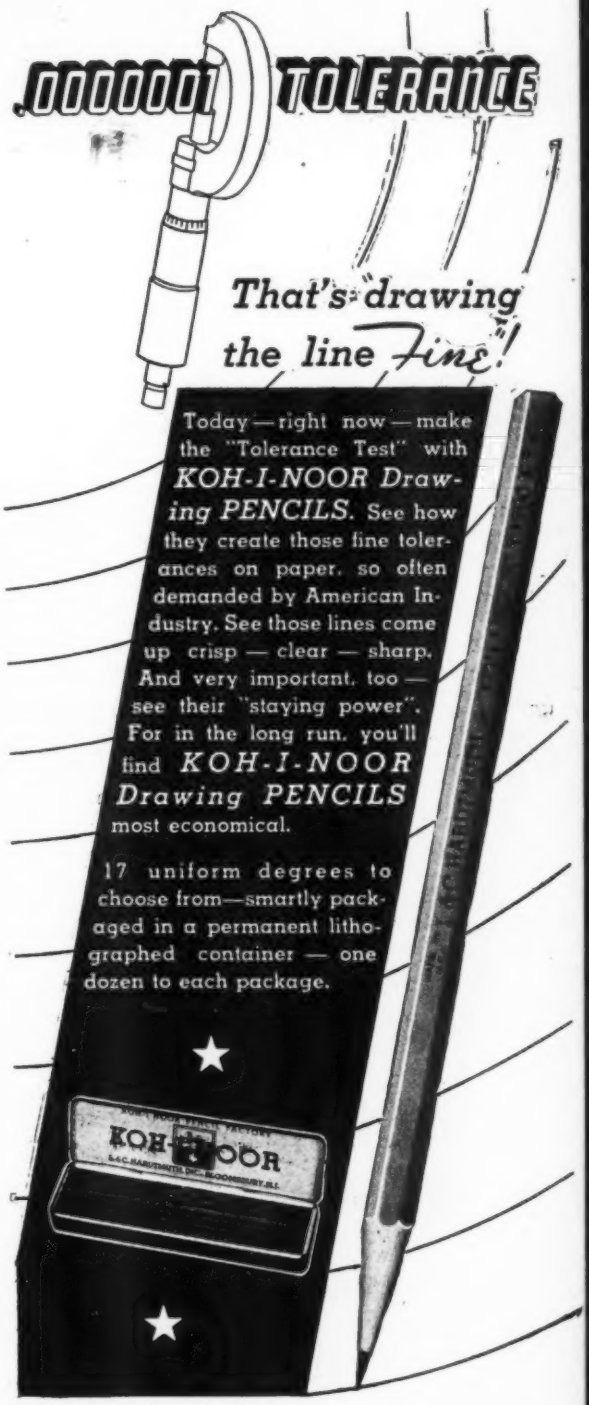

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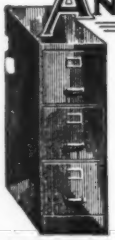

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American Management Association Sponsors Two-Day Office Management Conference

A two-day Office Management Conference will be held November 13th and 14th at the Hotel New Yorker, New York, under the auspices of the Office Management Division of the American Management Association. I. O. Royse, general office manager, Ralston Purina Co., and AMA vice-president for the Office Management Division, is in charge of arrangements.

Among the topics to be discussed will be: "A Return to Office Efficiency," "Management Appraises the Office," "An Office Program of Cost Control," "Office Layout for Effective Operations," "Simplification of Office Forms," "Operating the Unionized Office," "Tailoring Equipment to the Job," "A Visual Control Board," "Measuring Office Output," "A New Concept of Merit Rating," and "Significant Developments in Office Training."

A feature will be a panel discussion of "The Development of Office Supervisors," to be held the afternoon of November 14th. Among those taking part will be Dr. Marion A. Bills, assistant secretary, Aetna Life Insurance Co.; Dr. Leland P. Bradford, director, Division of Adult Education Service; National Education Association of the United States; Dr. Alfred J. Cardall, director of industrial relations, John B. Stetson Co.; R. S. Driver, assistant manager of industrial relations, Atlantic Refining Co.; and Dr. R. C. Rogers, personnel director, De Laval Steam Turbine Co.; Edward N. Hay, personnel manager, Pennsylvania Co., will be chairman.

Other speakers will include Mr. Royse; Roy S. Mason, office supervisor, Fuller Brush Co.; Harold C. Pennicke, management counsel; F. J. Callanen, general forms control supervisor, Sperry Gyroscope Co., Inc.; Lewis Merrill, president, United Office & Professional Workers of America, C.I.O.; Henry E. Niles, vice-president, Baltimore Life Insurance Co.; R. V. Blair, office service manager, Caterpillar Tractor Co.; Arthur H. Acken, assistant manager, general office service department, Consolidated Edison Co. of New York, Inc.; Walter Williams, general office manager, Chicago Mail Order Co.; Roy Walls, general office manager, Bridgeport Brass Co.

Resumes Duties as Purchasing Agent

Col. Joseph Ernst recently resumed his duties as purchasing agent for the Board of Education, Rochester, N. Y., after nearly five years of army service.

From August, 1942, until March of this year he was assistant general purchasing agent for the army in the Southwest Pacific. In recent months he has been stationed in Washington as liaison officer on Australian affairs.

NOMA to Publish "Short Cuts"

Practical office short cuts are being sought by the work simplification committee of the National Office Management Association, to be pooled and published in a compendium of short cuts.

The committee has extended an invitation to association members to send in their ideas for this purpose. Credit will be given in the compendium to everyone submitting an acceptable idea. A form has been prepared on which the ideas can be submitted. Copies of this form, with an explanatory folder, is being mailed to all members. A quota of one short cut per member has been established for each of the chapters.

The ideas are to be sent to NOMA headquarters, 2118 Lincoln-Liberty Bldg., Philadelphia. Chairman of the work simplification committee is I. A. Herrmann, of Servel, Inc., Evansville, Ind.

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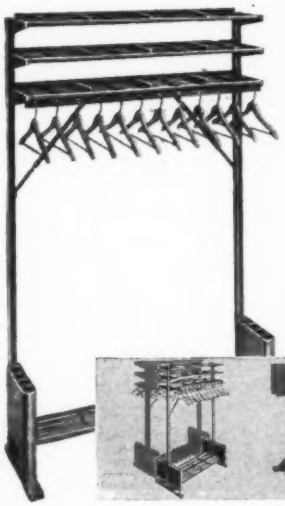

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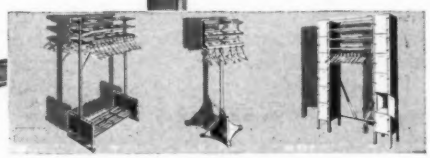

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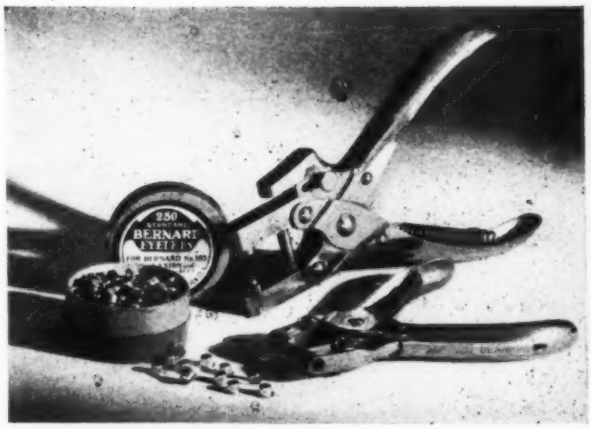

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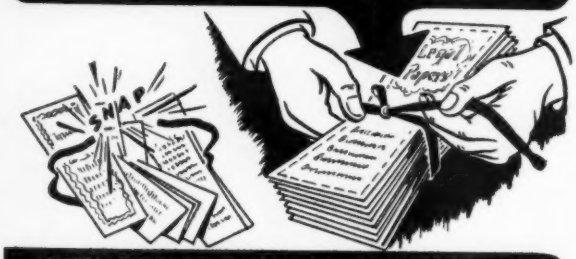

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Production of Steel Files Resumed by Remington Rand

Al. N. Seares, vice-president and general manager, Remington Rand Systems Division, announce that the completely re-engineered Remington Rand Aristocrat steel files are now coming off the production lines.

During the war, the company's engineering department completely redesigned the Aristocrat files. A new Ultra-Ease over-travel suspension slide has been created that increases the ease of use through finger-tip drawer operation and allows equally convenient reference to all file folders. Since the drawers move on roller bearing over-travel slides, effort needed to open and close drawers is at a minimum.

A new Gray-Rite finish blends harmoniously with all modern and conventional office decoration schemes and is considered definitely superior to previous finishes in non-glare light reflection, thus making for lighter, brighter offices.

"We are leaving no stone unturned to increase production in all our plants," says Mr. Seares. "Production of Aristocrat files, steel transfer cases, steel Modern Kardex and Safe-Cabinet products is rapidly reaching maximum plant capacity. We are increasing labor forces to maximize output, as rapidly as additional workers can be hired. The enormous accumulated demand for these products has compelled us to adopt and enforce a 'first come, first served' policy. In justice to our customers, no exceptions to this policy will be made. Though we are shipping increasing quantities daily against our backlog of orders, we suggest that companies anticipating a need of steel office equipment place their orders now to insure favorable delivery."

Management in Reconversion

One of the most talked-of papers ever presented to members of the New York chapter of the National Office Management Association was "Office Management for Reconversion and Peace," presented by Edward B. Wilber, Executive Office of the President, Bureau of the Budget, Washington, D. C., at the first fall meeting of the chapter, September 19th at the Belmont Plaza Hotel, New York.

At a luncheon meeting held October 3rd at the same place, there was a round-table discussion of this paper, for, as Carl J. Basler, United States Rubber Co., discussion leader, said, "There was a lot of meat for conversational chewing in Mr. Wilber's talk."

A. R. Todd Resigns

The Commercial Controls Corp., Rochester, New York, has announced that A. Richard Todd, has resigned as vice-president and general manager, and will henceforth be associated with the company as a director.

Mr. Todd had been with Commercial Controls for nearly four years. He joined the organization when the Rochester Defense Corp., a firm which he helped found, merged with Commercial Controls.

Mr. Todd will continue to devote his efforts to the office equipment industry, for he has returned to the Todd Co., Inc., Rochester, N. Y., as its vice-president in charge of all manufacturing operations. The Todd company is well known for its check protectors.

General Analine to Expand

At a recent three-day sales convention of the General Aniline & Film Corp., New York, J. W. Coffman, vice-president, announced plans for an expansion program. The corporation is well known as the manufacturer of white print positive reproducing machines and sensitized reproducing materials.

Mr. Coffman said the company will soon manufacture the newly developed Ozachrome, which permits the immediate pulling of color separation proofs, and will thus enable advertising agencies and photo-engravers to secure proofs of varied color advertisements in a matter of minutes.

Also included in the expansion program are plans for an increase in the production of the Ozalid machine. Mr. Coffman set a high sales goal for the division producing this machine.

"Human Relations in Management" Transcription Supervisors' Topic

Thomas H. Nelson, management consultant with Rogers & Slade, New York, was guest speaker October 8th at a dinner meeting of the Transcription Supervisors Association of New York, in the Hotel Sheraton, New York.

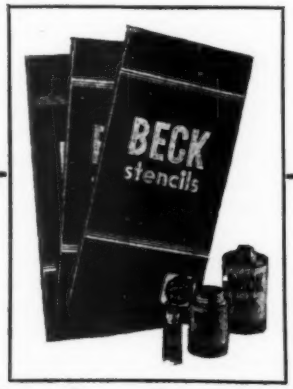
In observance of National Business Women's Week, an invitation extended to all office managers of TSA members brought together a large and enthusiastic group.

Atkisson Heads Internal Auditors

Curtis T. Atkisson, of Ebasco Services, Inc., was elected president of the Institute of Internal Auditors for 1945-46 at its annual meeting October 9 at the Hotel Roosevelt, New York.

Arthur E. Hald, of Consolidated Edison Co. of New York, was elected first vice-president; Arthur J. E. Child, Canada Packers, Ltd., second vice-president; and Theodore G. Zeh, American Surety Co. of New York, treasurer.

Mr. Atkisson succeeds Alan Lauckner, assistant vice-president of the Central Hanover Bank & Trust Co., as president of the Institute.



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Office Equipment Show Planned

Now that the Office of Defense Transportation has lifted its ban on trade expositions, the Los Angeles Chamber of Commerce has announced a series of trade shows to which buyers will be invited. Among those planned is the California Office Equipment Show, the dates for which will be announced soon.

Restrictions Off Adhesive Tapes

L. Hyman & Sons, paper merchants, 102 Prince St., New York, expect an immediate stock of 10, 15 and 25-cent Scotch and Texel cellophane tape for prompt delivery. Restrictions on these tapes have been removed.

New Voice Recorder

Morey Schwartz, of the Morecorder Mfg. Co., 311 West Baltimore St., Baltimore, Md., has announced the manufacture of a new electronic voice recording machine, called the Morecorder. Gerard A. Harrington, president of the Maryland Office Machine Dealers Association and a prominent Baltimore dealer, is the inventor of the new machine.

With different attachments, it can be used for a number of specialized purposes. There is a telephone attachment and a conference model cylinder recorder for periods up to 5½ hours. There are three types of operation control, a hand-push button and a foot-push button, as well as a method of voice control. The machine uses a plastic recording cylinder which is erased by a frictional heat process and involves no shaving. The machine is small and compact and weighs less than twenty pounds.

Outlines Design Program

One designer who does not look for the wonders of the postwar world to come immediately is William O'Neil, well-known New York industrial designer, who has for years handled coordinated design problems for Dictaphone, Standard Oil of New Jersey, and many other companies, and whose merchandising background was gained as head of the creative departments of the McCann-Erickson and Young & Rubicam advertising agencies.

"When people are again buying civilian goods," Mr. O'Neil says, "they will naturally look for improvements over prewar products. Old designs, therefore, will not do. However, a too radical change in design or function is a hazard in the immediate postwar period. I am convinced that a progressive, evolutionary development is the only logical restarting point.

"Certainly new development will come. But first must come products improved in appearance, which the public accepts without resistance, and which a production department can turn out with a minimum of experimentation."

With design's added importance in mind, Mr. O'Neil recommends that a manufacturer judge new designs by eight standards:

1. The new design should definitely improve the product.
2. The changes should not be so radical that they repel rather than attract.
3. The changed form should not interfere with public recognition and acceptance.
4. It should be possible to start production without delay.
5. The design should be so fundamental that changing tastes will not outmode it and necessitate retooling again in six months.
6. The product should not be so beautiful that the average customer will be afraid to buy it.
7. Nor should it have a cheap, tinny look, which repels, even though it does a perfectly good job.
8. The product should "sell itself," that is conserve sales department energy.

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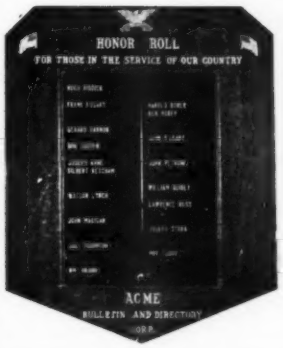

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INDEX TO ADVERTISERS

A

Acco Products, Inc. 97
Ace Fastener Corp. 63
Acme Bulletin & Directory Board 105
Adirondack Chair Co. 105
Agency Paper Co. 17
Aigner Co., G. J. 93
All-Steel Equipment Co., Inc. 14
Almac Plastics 76
Amberg File & Index Co.... 33
American Hair & Felt Co. 68
American Writing Paper Co... 101
Anderson-Hickey Co., Inc.... 98
Autocopy, Inc. 19
Autopoint Co. 18

B

B. B. Chemical Co..... 24
Bainbridge, Kimpton & Haupt, Inc. 96
Barkley & Co., C. L. 95
Bates Manufacturing Co., 3rd cover
Beck Duplicator Corp..... 103
Blaisdell Pencil Co..... 60
Boorum & Pease 34
Brown & Bro., Arthur..... 78
Brown-Morse Co..... 16

C

Cardinell Corporation 102
Carter's Ink Co. 83
Codo Mfg. Corp. 62
Columbia Ribbon & Carbon Mfg. Co., Inc. 3
Compass Instrument & Optical Co. 98
Cook Co., H. C. 98
Corry-Jamestown Mfg. Corp.. 23
Cram Co., Inc., George F.... 77
Cramer Posture Chair Co.... 95
Cross Pencil Co., A. T..... 90

D

Daco Card & Index Co., The. 105
Dawn Mfg. Corp. 89
Delbridge Calculating Systems 98
Dennison Mfg. Co. 7
Domore Chair Co., Inc. 66

E

Eagle Pencil Co. 11
Engel Art Corners Mfg. Co.. 105
Esterbrook Pen Co. 92
Eureka Specialty Printing Co. 91

F

Faber Pencil Co., Eberhard.. 25
Fame Name Plate Printing Co. 105
Feldco Loose Leaf Co..... 64
Fisher Manufacturing Co.... 91
Fulton Specialty Co. 99

G

General Fireproofing Co. 6
General Pencil Co. 30
Globe-Wernicke Co., The.... 57
Graff Co., George B..... 70
Gunn Furniture Co. 15

H

Hall-Welter Co. 89
Harding Co., Milo 81
Harriman-Welts Products Co. 99
Heyer Corporation, The 27
Higgins Ink Co., Inc. 74
Hunt Pen Co., C. Howard... 85
Hyman & Sons, L. 86

I

Imperial Methods Co. 99
International Bronze Tablet Co. 101
Invincible Metal Furniture Co. 21

J

Jasper Desk Co. 10

K

Koh-I-Noor Pencil Co., Inc... 97

L

Leute, W. C. 103
Lewis Sales Co. 76
Listo Pencil Corp..... 84

M

Magnus Chemical Co. 71
Majestic Looseleaf Co. 105
Maso Steel Products 61
May Co., J. L. 90
Meier, Inc., Joshua 67
Melind Co., Inc., Louis..... 75
Merriam Co., G. & C..... 94
Mittag & Volger, Inc. 22
Moore Push-Pin Co. 105
Morecorder Mfg. Co. 106
Morilla Co., The 104

N

Nascon Sales Corp. 13
National Blank Book Co. ... 72
National Pencil Co. 87
NevaClog Corp. .....2nd Cover
New England Paper Punch Co. 80
New England Duplicator Co.. 36
Niagara Duplicator Co..... 29

O

Oakville Co. 28
Old Town Ribbon & Carbon Co., Inc. 12

P

Parker Pen Co. 69
Phillips Process Co. 81
Plymouth Rubber Co., Inc... 87

Q

Quality Park Envelope Co... 4

R

Red Feather Products, Ltd.. 5
Regalia Mfg. Co. 100
Remington Rand, Inc. 32
Rite-Rite Mfg. Co. 104
Roberts Rubber Co., Weldon. 80
Rockwell-Barnes Co. 84
Rosenthal Co., The 99
Ross-Gould Co. 82

S

Schlegel Mfg. Co., The..... 102
Schollhorn Co., William 101
Scripto Mfg. Co. 20
Security Steel Equipment Co. 58
Sengbusch Self-Closing Inkstand Co. 82
Sheaffer Pen Co., W. A. 55
Sheppard Co., The C. E..... 83
Speed Products Co. 59
Staedtler, Inc., J. S. 28
Stationer's Loose Leaf Co.... 89
Stewart & Co., Inc., R. A... 88
Sturgis Posture Chair Co.... 100
Sun Rubber Co., The..... 26

U

Underwood Corp. .....4th cover
U. S. Bronze Sign Co. 104
U. S. Victor Fountain Pen Co.. 88
Universal Office Equipment Co. 104

V

Victor Adding Machine Co... 79
Vogel-Peterson Co., Inc. 101

W

Wabash Filing Supplies, Inc., The 94
Waterman Co., L. E..... 8
Waters & Waters Branch... 85
Watts Co., Inc., Alfred Allen. 93
Webster Co., F. S. 65
Wilson Memindex Co. 105
Write, Inc. 103

Y

Yawman & Erbe Mfg. Co., Inc. 9

Z

Zephyr American Corp. 31

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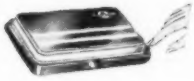

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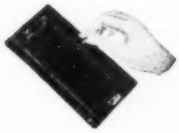

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